

TMCC GRC Department Site Needs & Goals Analysis

Project Summary

The assignment was to redesign the TMCC GRC Department website any way I wanted. In reviewing the existing site, I found the navigation to be frustrating because important links are spread all over the page. Some are at the left, but not in any logical sequence, and sandwiched in between general TMCC links. Other links are buried in the text of the page, but again, not grouped, and not in any logical sequence. My goal was to maintain a professional “collegiate” look while improving navigation and artistic appeal.

Audience Summary

The target audience is current and future students of TMCC GRC Department.

Communication Strategy

The communication strategy is to make the site easy to navigate, and complete by having all necessary links at the left, easy to find and grouped logically.

Competitive Positioning

There are many graphic design sites on the internet. Some programs are attached to art schools, others to colleges. There are also many programs that are internet only. TMCC needs to look like the serious hands-on program that it is, and take care to not appear to be a fly-by-night internet program or a diploma mill.

Targeted Message

The message we wish to convey is that we are a serious and professional program that can provide a student with the education needed to succeed in graphic design.