

KCC NEW MEDIA ARTS // INTERFACE DESIGN Creative Brief

Background Information

Kapi'olani Community College's (KCC) New Media Arts (NMA) Program, which offers two different Associate in Science degrees in Animation and Interface Design, prepares students for careers in fields of 3D computer animation, web design, as well as interface programming.

Primary Objective

The primary objective of this project is to redesign *KCC's New Media Arts // Interface Design* website to entice potential students to apply to the program. Currently the *NMA Interface Design* website contains an overwhelming amount of text information in separate pages (About / News / Degree Info / Gallery / Contact). While the text information on each page is important info, it could probably be condensed and redesigned in a way that caters to a younger, design-centric audience. I will solve this problem by filtering out the most important information about the program and condense everything into one page. Using typographic hierarchy with supporting imagery and design elements, the new and improved *NMA Interface Design* website will be informative with a fun, interesting, and modern look & feel.

Target Audience

- Age: 18+
- Gender: Male and Female
- Income: Low–Average Income
- Education: High School Diploma or Equivalent
- Occupation: Student or Individual Seeking New Career Goal in the Design Field
- Computer Experience: Average–Advanced
- Spending Habits: Low–Moderate
- Special Interests: Art, Design, Photography, Digital Media, Typography, etc.
- Geographic Location: Oahu, Hawaii

Assets Needed

- Logo
- Information about the New Media Arts Program for Interface Design
- Photographs
- Student Examples

Project Process

- **Research & Gathering Content**
Research current NMA Interface Design Website and filter through content. Gather a library of resources (Imagery & important text information about the program).
- **Wireframe (Desktop / Tablet / Mobile)**
Once content has been gathered and sorted by sections; wireframe layouts for desktop, tablet, and mobile views of the site will be explored.
- **Coding Phase I (Wireframe)**
Using the chosen wireframe as a base, the first coding process will begin. Placeholder images will be used in order to establish a solid grid and structured foundation for the site.
- **Design (Static Website)**
Once a wireframe layout has been coded, the design process will begin. Using the gathered content of imagery and text, a static website design will be created in Adobe Photoshop.
- **Coding Phase II (Designed Site)**
Once static website has been designed, the second coding process will begin. Placeholder images from the coded wireframe will be swapped with actual images, and all text information will be inserted into the site.
- **Testing, Validating & Final Enhancements**
Once phase II of coding has been completed, a thorough test will be conducted on all pc and mac browsers to ensure that the site renders and functions properly. A further test on multiple devices (tablet and mobile) will be done to ensure that responsive layouts render correctly. An HTML and CSS Validation will also be conducted to ensure that there are no major Markup Language and CSS errors within the site. Any errors or issues will be addressed and fixed prior to launch.