CREATIVE BRIEF

SMC Web Site Redesign
Creative Brief 3/22/13 (version 01)

Project Summary:
Santa Monica City College is a two-year, public, junior college located in Santa Monica, California. Current enrollment is over 30,000 students with more than 90 fields of study. Santa Monica College is ranked number one among California's junior colleges in transfers to the University of California, University of Southern California, and Loyola Marymount University.

SMC would like to increase enrollment as well as reduce the number of calls by prospective students to their Admissions Department. They believe this can be done by making their website more streamlined and intuitive. They would also like to make it easier to navigate by reducing the amount of content and by only including the most relevant information. The existing web site is a junior college site with up-to-date content and client list. The immediate goals include increasing enrollment by making enrollment an intuitive and simple process. In addition, a significant goal is to recreate the site so it is simplified and easy to navigate. In the long-term, the SMC site will be a tool and a resource for prospective students, current students, faculty, and alumni.

Target Audience:
SMC's target audience includes prospective students, current students, faculty, and alumni. Prospective students are looking at the website in order to decide if they will enroll at SMC and, if they do decide to, how to do so in the easiest way possible. These individuals may have already heard of SMC, and are looking for background information on the school as well as degrees offered. They will probably also be looking for possible employment opportunities upon graduation. They may also be looking for four-year schools to attend after graduation. With the exception of enrollment information, current students will be looking for the

same thing. Faculty will look for faculty homepages (with email/phone contacts) and dates/deadlines with testing schedules. Alumni will look for alumni events and news. But, as requested by the client, the focus of this site will be on prospective and current students.

SMC's typical web site visitor is a current student who is majoring in business administration. He is experienced with computers and has grown up with them. He uses his computer/mobile device constantly for homework, online classes, email/texting, social networking, and general web-surfing. He is used to a high-speed connection and uses Chrome browser and sometimes Firefox.

Perception/Tone/Guidelines:
1. Intuitive, simple, welcoming, communicative
2. Polished, semi-corporate, with a design that adds authenticity and established history to school
3. Information should be easy to find (i.e., not too many clicks) and navigation intuitive.

Communication Strategy:
The web site redesign's main navigation will be broken down into four pages: About, Academics, Admissions, and Student life. These will include accompanying sub-pages so that the user can find what they need quickly. The secondary navigation will be comprised of another four pages: prospective students, current students, faculty, and alumni. The strategy is to make the navigation as streamlined and straightforward as possible without compromising vital information. The first phase will include all of this. In the next phase of development, a search option will be added as well as a searchable class schedule.

Competitive Positioning:
SMC is fortunate enough to be highly regarded among junior colleges. A site redesign will cement its position as the number one junior college for transfers to

four-year colleges in California. By making the navigation process easier and more intuitive, by creating a more professional look and feel, as well as getting rid of all of the clutter on the current site, SMC will further distance itself from its competition in both the real and online world.

Single-Minded Message: easy to navigate, welcoming, professional

Date: 3/25/2013
Santa Monica College
$200,000-$210,000

Description & Fees:

The site will consist of approximately (210) pages. (Include any additional functionality here.) Client to provide access to existing Web hosting information which is needed to launch site.

Phase One: Research & Analysis $60,000-$70,000

 Will work with the client to analyze "competitive" sites, access audience needs, and determine site goals.

Will leverage any existing research completed by Santa Monica College and will consult with Santa Monica College internal team to establish the site's structure, functionality and technical parameters.

Phase Two: Design Development $80,000-$90,000

Initial meeting to discuss next steps and web schedule. Presentation of two design directions to show a home page and one other section drill down page. Refinement and application of preferred direction to all pages. Presentation of pages as pdf files for proofreading. After final approval of all pages, preparation of all pages and image files for technical production. Includes one round of revisions in the design phase only.

Phase Three: Technical Production $60,000-$70,000

Building of HTML pages from layered Photoshop files. Implementation
of page titles, meta tag description, and keywords for search engine optimization. (Santa Monica College is to provide description and keywords). Beta testing on development site to perform cross-browser and platform testing. Uploading final files to web host for official launch of the site.

Total for Design and Technical Production   **$200,000-$210,000**

Should the scope of the project or the deliverables for the project change, this estimate may need to be revised.

Revisions/Changes

Base fee includes one round of revision in the design phase only.

Additional revisions will be billed at an hourly rate of $250

Payment Schedule:

30% of fee to begin project

40% after completion of design production

30% upon delivery of final HTML files

Date 3/24/2013
Name of Client SMC
Schedule

Client: SMC
Project: Website Redesign

Creative Brief, estimate and schedule	3/24/2013
Designer and Client are going to meet	3/25/2013
Designer finalizes User Profile document	3/27/2013
Designer delivers draft navigation as Sitemap document	3/28/2013
• Designer delivers draft wireframes and any changes to initial sitemap • Designer & Client determine schedule for content delivery	3/29/2013
Designer begins site look and feel	4/1/2013
Designer delivers revisions to look and feel, if required	4/2/2013
Client signs off on design look and feel. Designer completes page designs	4/3/2013
Client delivers final content	4/5/2013
Designer begins final production of all graphics files	4/7/2013
Designer begin technical production: Designer does HTML, image folder and CSS files for posting to development site.	4/11/2013
Beta testing happens	4/20/2013
Site launches	4/25/2013