Admission and Enrollment Website Redesign Creative Brief

Overall Goal

Create a straightforward, easy-to-use, and attractive Admission and Enrollment website with updated and relevant information allowing prospective students, families, and counselors/advisors to connect to UT Dallas.

Key Adjectives

Modern, smart, enticing, clean, simple, intuitive, and crisp

Objectives

- Complete an audit of all Enrollment Services Web pages; delete, update, or expand content as necessary
- Responsive design to fit pages to any commonly used screen size, including smartphones
- Straightforward links on homepage with defined navigation
- Brand Standards compliant; use new visual identity elements
- Reflect office's name change to Office of Admission and Enrollment
- Lots of photos/visuals/infographics
- Explore vanity URL: something like bealonghorn.utexas.edu for publications, etc.
- Explore feasibility of organic student-driven content: tag-board, custom hashtag, student photos/quotes, Instagram integration, etc. with consideration to appropriate level of moderation and management
- Execute a URL redirect plan to address all the inbound links that will break from other Web pages to reduce negative impact of broken links at launch time

Target Audience

Prospective undergraduates (high schoolers ages 16-18, transfers 18+), parents, high school and community college counselors, UT Dallas staff, and other stakeholders in the admissions process.

Project Team

Rachel Ortega, Information Designer and Production Lead

Julianne Fowler, Visual Designer

Ingrid London, Content Producer

Cari Jackson, Quality Assurance Lead

Dawn Berglund, Usability Lead

Dawn Berglund, Template Coder

Andrew Sword, Project Assistant

Cary Delmark, Project Manager

Project Stakeholders

Dr. Hobson Wildenthal, Executive Vice President and Provost

Susan Rogers, Vice President for Communications

Lauraine O'Neil, Assistant Vice President for Marketing

Wray Weldon, Assistant Provost, Office of Admission and Enrollment

Matt Sanchez, Director of Graduation Enrollment and Marketing

Steve Ervin, Director of Enrollment Communications

John Hanan, Web Content Editor / Project Manager, University Web Services