

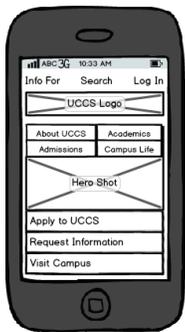
Institutional Website Project

Wireframes

“Wireframes are simple black and white layouts that outline the specific size and placement of page elements, site features, conversion areas and navigation for your web site. They are devoid of color, font choices, logos or any real design elements that take away from purely focusing on a site’s structure. We often say that they are much like a blue print to a home, where you can easily see the structural placement of your plumbing, electrical and other structural elements without any interior design treatments.” – Nick Haas

These wireframes are based on the discovery and strategy phases of the Institutional Website Project and are the result of several iterations and rounds of feedback. They remain a work in progress.

Homepage Wireframe v9



Most header elements collapse to toggles

Primary navigation remains visible

Content collapses to single column

News

Date
 Lorem ipsum dolor sit amet.
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Date
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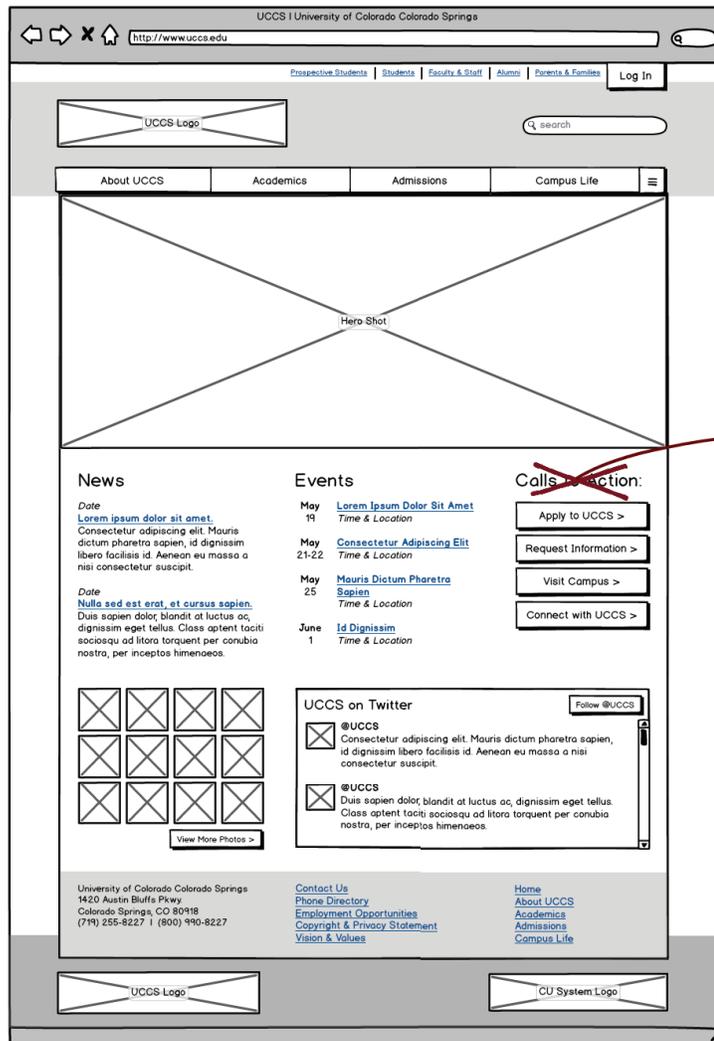
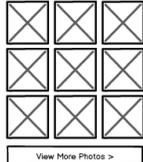
Events

May 19
 Lorem Ipsum Dolor Sit Amet
 Time & Location

May 21-22
 Consectetur Adipiscing Elit
 Time & Location

May 25
 Mauris Dictum Pharetra Sapien
 Time & Location

June 1
 Id Dignissim
 Time & Location



Log in tools: Webmail, Blackboard, MyUCSS Portal

Needs to allow for updates to single page navigation category - See homepage.edu

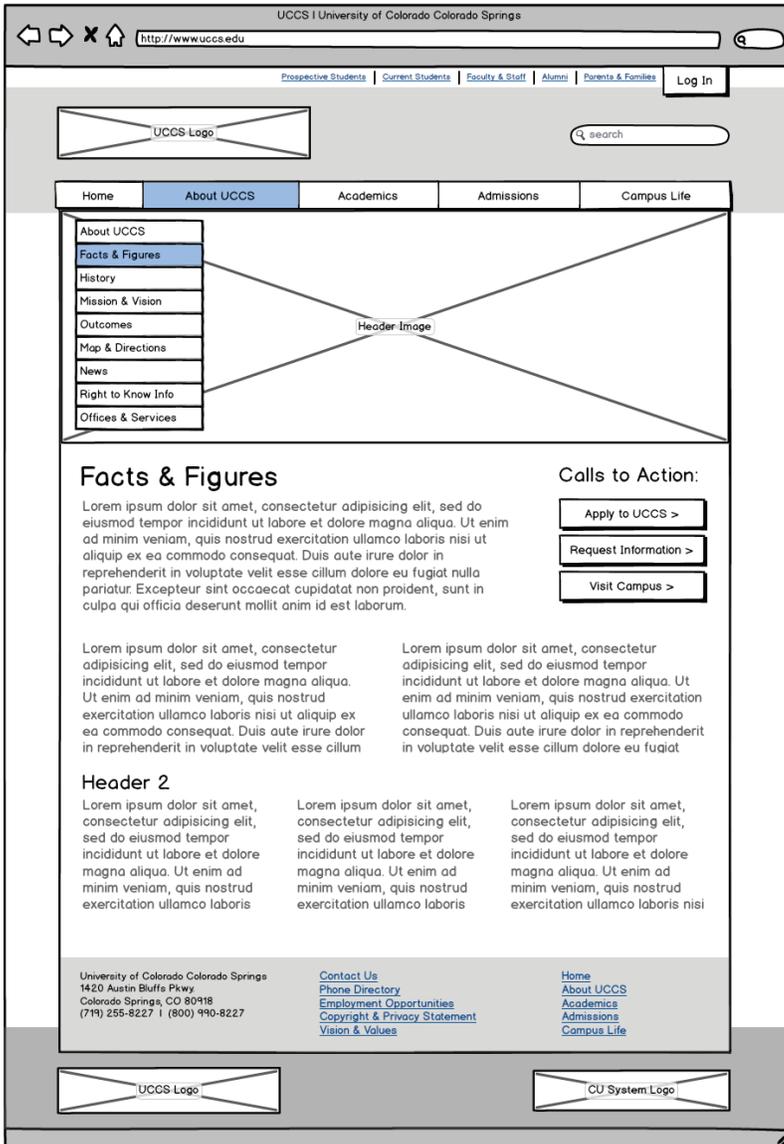
Doesn't work well in early prototypes/ tests - may not be necessary

Interactive, high quality key brand messages in the form of timely photo and video content, sometimes with calls-to-action (e.g. play video, read story, view more photos, apply, schedule a visit, learn more about this topic, etc.)

No meaningful label for CTAs at this point, so drop the header text

News content feeds from Press Releases, Events content from a curated subset of the Event Calendar. Event design should accommodate date-ranges.

Subpage Wireframe v11



Log in tools: Webmail, Blackboard, MyUCCS Portal

Toggles reveal the collapsed header content

As campus location/ visuals are key differentiators, every major page will contain prominent photos.

The potential exists for interactive, high quality key brand messages in the form of timely photo and video content, sometimes with calls-to-action (e.g. play video, read story, view more photos, apply, schedule a visit, learn more about this topic, etc.)

