The design of the Loyola website
PART I: A little history

Current design unveiled 2008
Goals of new design:

- Modern, progressive
- Simple and unobtrusive
- Easier and more authentic storytelling
- Cohesive - online and off
How we did it: research phase

- Focus groups with students
- Analytics - finding themes
- Looked at other university sites
- Looked at other corporate sites
- Focused on our goals
After all the research: design phase

- Started with wireframes
- Focused on Loyola homepage and CMFA
A design is born

...and born again
Progressive enhancement

- Analytics monitoring
- Survey and interpersonal feedback
- Usability studies
- Monitoring trends
Providing Feedback

- There will be new designs
- Be as specific as possible
- Provide examples
- Call Jacee on speakerphone, drink lots of coffee, and get real angry
PART II: Your impact

You affect Loyola's design everyday
How? Glad you asked!

- Visual cues
- Type
- Photography
Visual Cues

- Navigation
- Spotlights
- Overall rhythm of page
Navigation

Should be short and clear: ideally no more than five items in a list
Rule of thumb:

Read all the items in a group aloud. Are you tired before you reach the end? Can you remember all the items you just read?
5 items, all easily scannable
Spotlights

Knowing when enough is enough: Using spotlights, and how many
No need for spotlights here, especially with degree tables
Note the balance of spotlights with body copy
Visual rhythm of page

Keep it balanced
Could move this video into content area to improve visual balance
Type

Good content = Good design
Formatting

Using paragraph and header styles appropriately makes the content visually approachable
Good use of intro paragraph style, but...

There should only be ONE intro paragraph.
Again, visual rhythm!

Use formatting & repetition to your advantage:

- Header styles indicate level of importance
- Bulleted lists allow for easy scanning
- Break up copy appropriately
So close! Great formatting of copy, but..

This area feels a bit awkward with only one spotlight - add one more?
Photography

Will make or break overall design

...no pressure
Overall, photographs should:

- BE IN FOCUS!*  
- be current  
- complement the content  
- be cropped appropriately
Which leads us to:

- Header images
- Spotlight images
Header images

- Should complement content; not introduce it
- Should be photography ONLY!
- Ideally should be more abstract, horizontal, or "artistic" shots
Office of the President

"Today, we face real, difficult challenges in the United States and in the renewal of New Orleans, the region, and the University. But we have been given real opportunities as well. We have the chance, rarely given, to renew the city and the region. We ought not seek to rebuild it. That goal is not worthy of our efforts, for there is much of what the city was before Katrina, that ought not to be rebuilt. Rather we seek to renew it. We seek to build on the strengths, culture, and diversity of New Orleans and build a more humane city where all men and women can flourish. The work of Loyola is to help transform the dreams for a new New Orleans into a reality."

Rev. Kevin Wildes, S.J., University President
11 March 2010, Remarks at Loyola's Benefactors Dinner

ECONOMIC IMPACT

Double click to view full screen.

Loyola University New Orleans made a $163.9 million economic impact, most of which went into the Greater New Orleans and Louisiana economies, according to a report prepared by the College of Business.
Spotlights

- Keep photos simple (remember these, are small photos)
- Pay attention to placement (especially with photos of people)
Photography $\neq$ advertising

If you want to put an ad on a page, put it in the content, and forego the header image.
Bienvenue! Office of Residential Life

Discover Connections. Develop Relationships. Apply Community.

Living in community with one another is what Loyola’s residence halls are all about. You are invited to connect, interact, engage, and be a part of what makes Loyola great. Welcome home!

POLICIES AND FORMS
Looking for a residential life policy or form? Start with the links below:
- Residency Requirement
- Commuter Student Policy
- Housing Exemption Requests
- Special Accommodations
- Why Live on Campus?

CONTACT INFORMATION
Facing life's challenges is easier said than done. Loyola is here to help any time, any day. A professional counselor and a Residential Life Area Director are available to respond to after-hours emergencies 24/7 and can be contacted via LUPD at (504) 865-3434.

Office Mailing Address:
Loyola University New Orleans
Office of Student Affairs
636 St. Charles Avenue
New Orleans, LA 70118

First in the Pack Mentors
FIRST in the PACK Sophomores and juniors who would like to mentor first-year, first generation students at Loyola are encouraged to apply. Deadline is Friday, November 9, 2012. Apply here.
Let's wrap this up

You affect Loyola's design everyday.
How? Let's review:

- Using visual cues and page rhythm
- Paying attention to formatting and content strategy
- Good use of photography
Questions?