DMMC STUDIO

Design Department
Creative Brief

Design Department - Creative Brief

1. The Problem

The Design Department at MiraCosta College offers courses in architecture, drafting, and engineering for students aiming to transfer to four-year institutions or enter various design fields. They have established the Makers Club, which organizes events and projects for students. While their program is outlined on the college website, they lack a dedicated site of their own, and this project aims to create a space that belongs to the students and the club.

2. Website Objective

Engage an audience that is passionate about their field while also extending services to the broader community. This approach not only fosters meaningful connections but also enhances visibility and support for their initiatives.

The organization requires an engaging and highly functional website that effectively showcases MiraCosta College's Design Department, highlights their student work, and promotes upcoming events, Maker's Club information and their Maker Lab, a lab that can be used by non-design students and/or people who do not belong to the college. A well-designed online presence will not only attract students but also enhance their community's connection and participation.

3. About The Design Department

David Parker - MiraCosta College Design Professor (dparker@miracosta.edu)

Paul Clarke - MiraCosta College Design Professor, Department Chair (pclarke@miracosta.edu)

Chris Boehm - MiraCosta College Design Faculty Member (cboehm@miracosta.edu)

The Design Department at MiraCosta College offers courses in architecture, drafting, and engineering for students aiming to transfer to four-year institutions or enter various design fields. They have established the Maker Club, which organizes events and projects for students. In addition, the Design Department offers opportunities to study abroad as well as scholarships.

4. Target Audience

The target audience are students who have recently graduated from high school and are now beginning their college journey. These students typically fall within the age range of 18 to 24. During this transitional period, they are often filled with enthusiasm and determination as they embark on their first few years of higher education. Many of these students are committed to pursuing a specific career path and are eager to gain the knowledge and skills necessary to succeed in their chosen fields. This time is crucial for students interested in this field as they lay the foundation for their future. It is important that they explore the opportunities that this department offers through its website.

5. Strengths, Weaknesses, Opportunities & Threats Analysis Of Website

Strengths

- **User-Friendly Design:** The website will have an intuitive layout. This will create an appealing site for users to navigate through and find information quickly.
- **Showcase of Student Work:** A dedicated section to highlight student projects can enhance engagement and attract potential students.
- **Strong Community Support:** The Design Department has an enthusiastic student and faculty base that can contribute content and promote the website.
- **Mobile Optimization:** The site will be designed for mobile access, ensuring that users can engage from any device.
- **Showcase the Maker Lab**: A facility with tools, workstations, and space for students to build and create

Weaknesses

- **Limited Technical Resources:** The department may lack technical expertise to maintain and update the website regularly.
- **Brand Identity Deficiency:** The department is starting this project without brand identity, which may struggle to convey their values, mission, and unique offerings, resulting in diminished recognition.

- **Lack of Initial Traffic:** As a new site, it may take time to attract visitors, impacting visibility and engagement initially.
- **Website Advertising Deficiency:** The website does not rely significantly on social media for promotion, and there is currently no strategy in place to enhance its visibility. This lack of a promotional plan limits its reach and potential engagement with the target audience.

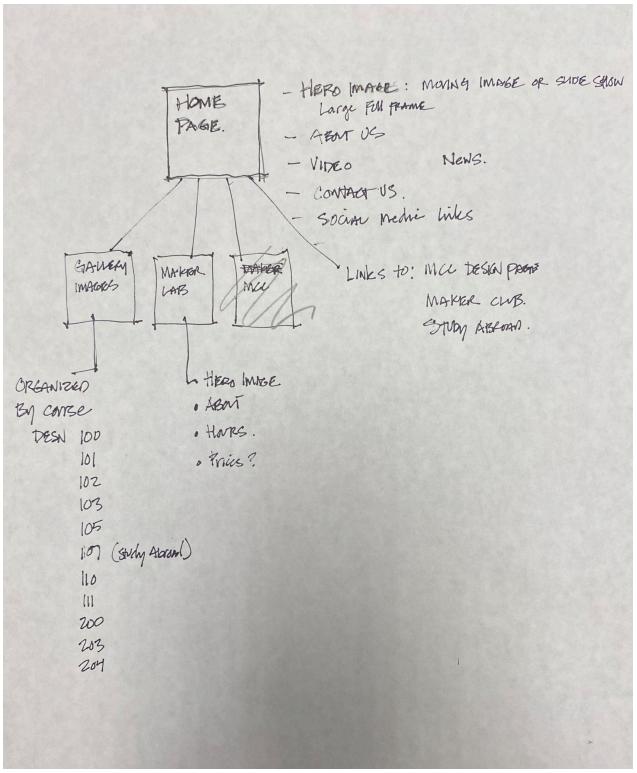
Opportunities

- **Growing Interest in Design Programs:** The rising awareness and enthusiasm for design fields present an opportunity to attract more students to the website.
- **Providing Opportunities for Students:** This website serves as a valuable resource, enabling new students to explore various programs that can facilitate their professional development and help them chart their career paths effectively.
- **Integration of Multimedia Content:** Utilizing videos can make the site more engaging and informative.
- **SEO and Social Media and Online Marketing:** Implementing effective search engine optimization strategies can improve site visibility and attract a broader audience

Threats

- **Competition from Other Institutions:** Other colleges and universities may have more established or better-funded design programs with strong online presences.
- **Shifting Student Preferences:** Changes in how students prefer to engage with educational content (e.g., more mobile or social media focus) could impact website relevance.

6. Organization & Navigation Structure



This website will have the following navigation structure.

Navigation will include:

- logo/home
- Gallery
- Maker Lab
- About
- Maker Club

Here are the pages and their proposed content:

- Home page
    - Hero image
    - About Us
    - Design Department video
    - News
    - Study abroad
    - Links to Maker Lab Page, Gallery Page
- Gallery page
    - Organized by course
- Maker Lab Page
    - Hero image
    - About
    - Images of the facility
    - Hours
    - Prices
    - policy

- About page
    - Hero image
    - About the Design Department
    - Awards
    - Study abroad
    - Links to the MCC Site
    - Department map
    - Address
    - Tutoring program
    - Scholarships
- Maker Club Page
    - About
    - What they do, events, schedule, projects
    - Some images

Footer section will include:

- Contact Us
    - Campus address
    - Room number
    - Phone number
- MCC Design Program link
- Social Media links
- MCC Engage
- Copyright info

7. Website Features

Responsive Design: Ensures the website is accessible and looks good on all devices, including smartphones and tablets.

Navigation Menu: A clear and organized menu structure that helps users easily find information.

Blog/News Section: A regularly updated area for articles, news, and insights related to the field.

Portfolio Showcase: A gallery section displaying student or project work to highlight creativity and skills.

Multimedia Content: Integration of video, or interactive elements to enrich the user experience.

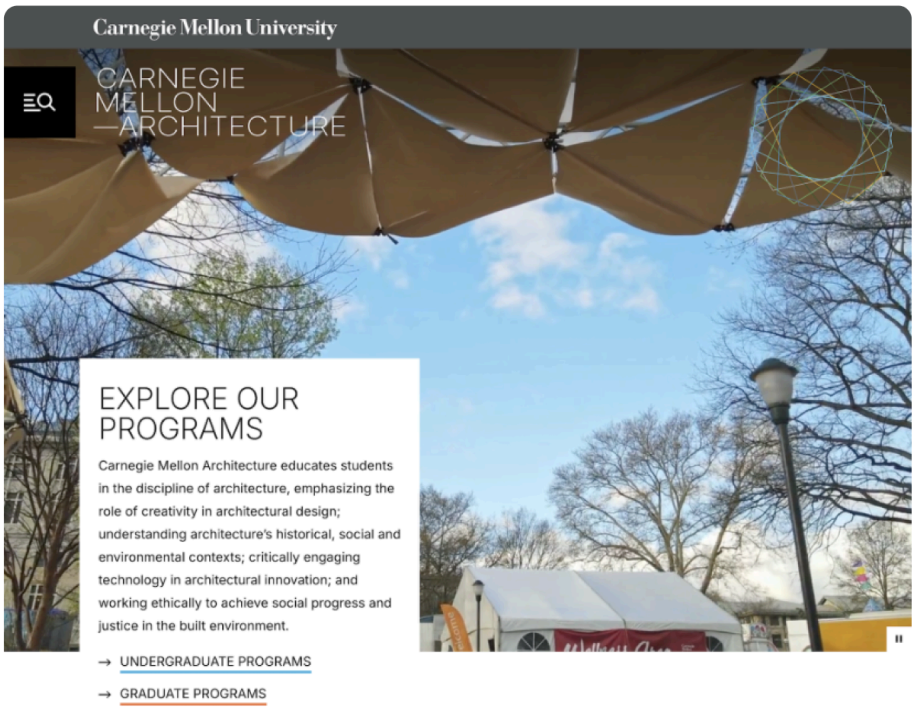
Contact Form: A simple form for users to reach out with questions or feedback.

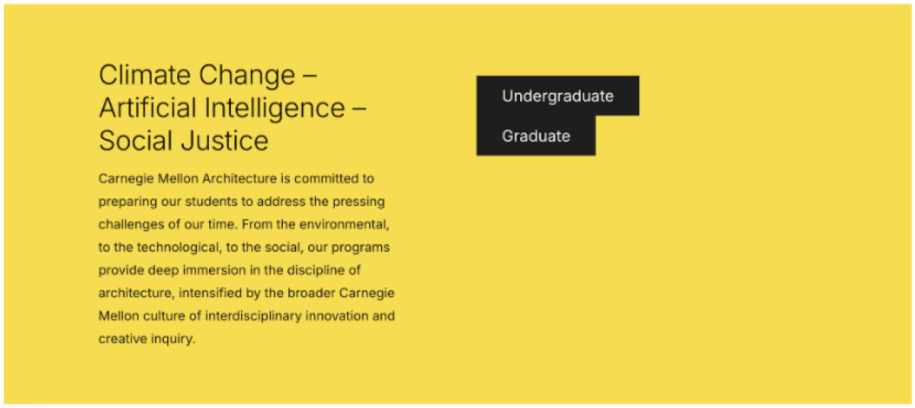
Social Media Integration: Links to social media platforms to encourage sharing and community engagement.

8. Website Look & Feel

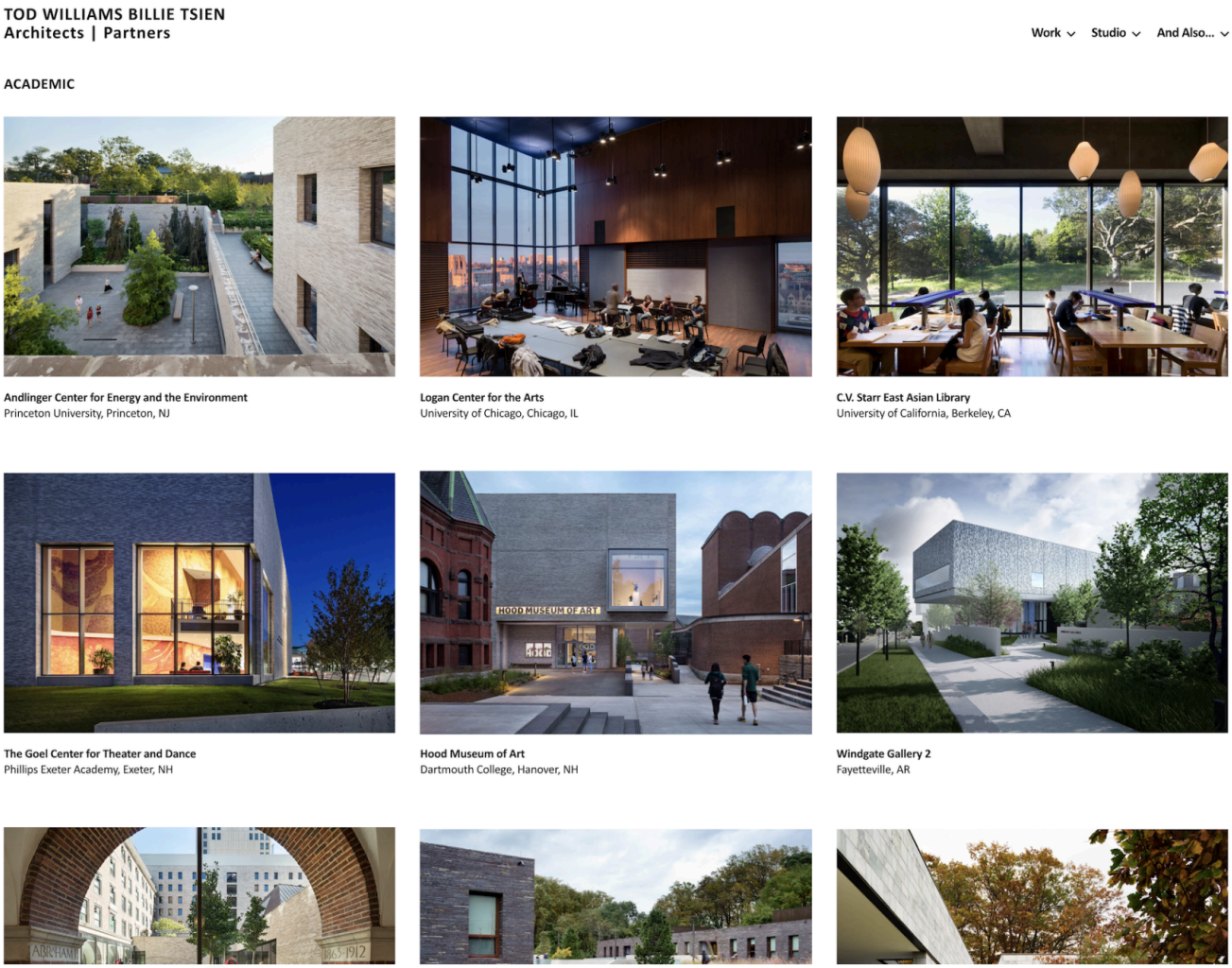
The design should be simple, fun, friendly, but elegant and cool with minimalistic and less engaging pages.

We will be taking inspiration from the following websites:

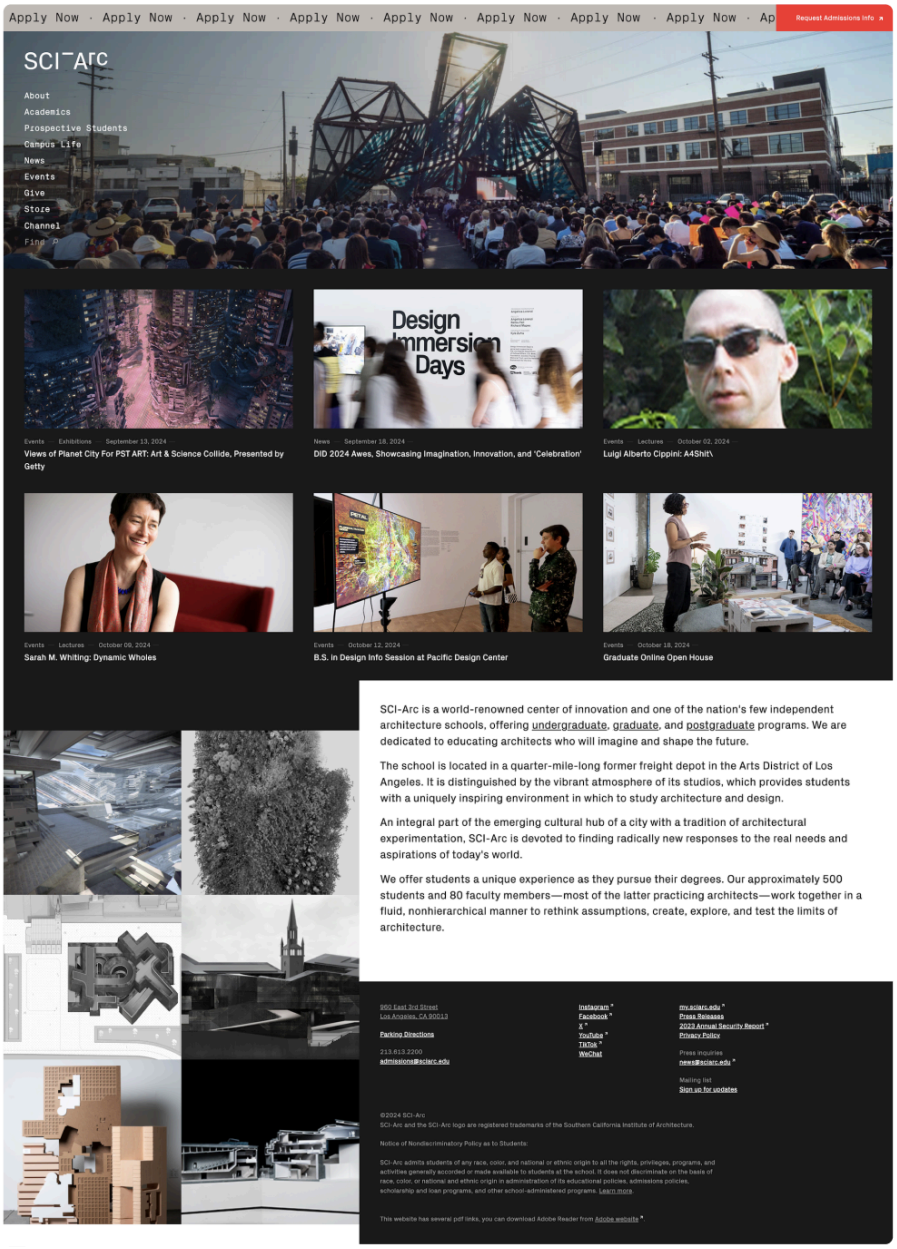




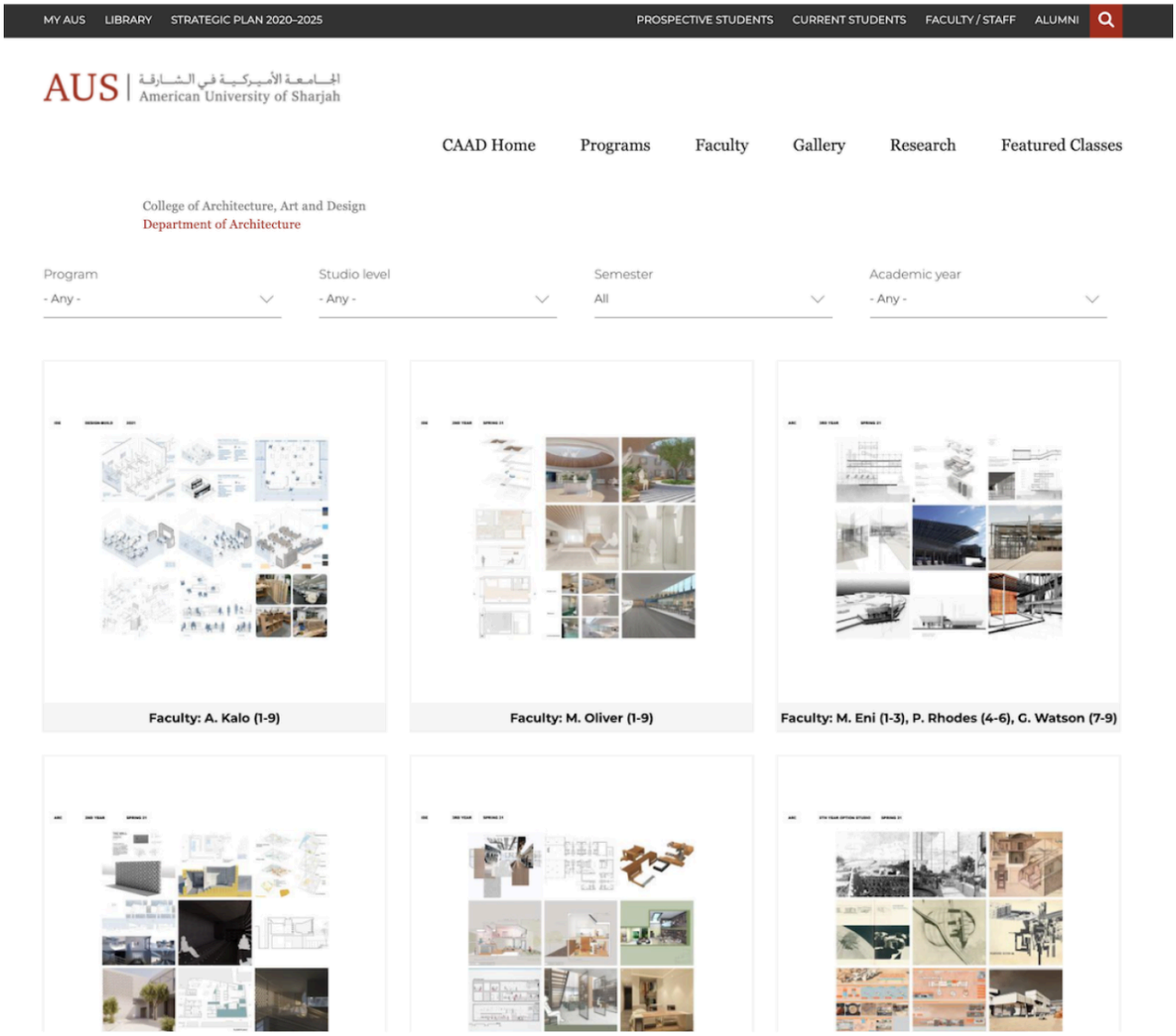
CMU School of Architecture - https://www.architecture.cmu.edu/



Tod Williams Billie Tsien Architects - https://twbta.com/



SCI-Arc - https://www.sciarc.edu/



College of Architecture, Art and Design - https://www.aus.edu/caad/

9. Competitors

- Carnegie Mellon University - Architecture
- American University of Sharjah