

# **YALE SCHOOL OF ART**

WEBSITE REDESIGN

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By  
**Burcu Boylu**

# PROJECT BRIEF

The Yale School of Art is a postgraduate institution granting Master of Fine Arts (MFA) degrees in Graphic Design, Painting/Printmaking, Photography, and Sculpture. Additionally, it provides art courses at the undergraduate level for students enrolled at Yale College.

**Task: Revise the website to showcase each feature effectively for a better user experience.**

## My Responsibility:

1. Conduct user research
2. Define the goals and objectives
3. Redesign website
4. Gather Feedback and Improve



# PROBLEM

1

The navigation bar was not easily visible and posed challenges for users.

2

First-time visitors found it hard to navigate between sections, especially because the navigation bar was tucked away to the left.

3

The elements on the website lack proper organization, appearing clustered and competing for attention without a clear hierarchy or order of importance.

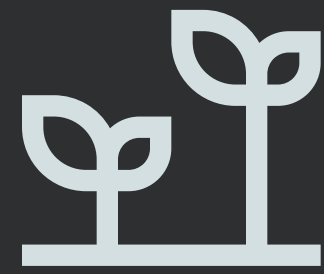
4

The website contains an abundance of graphics and visual elements

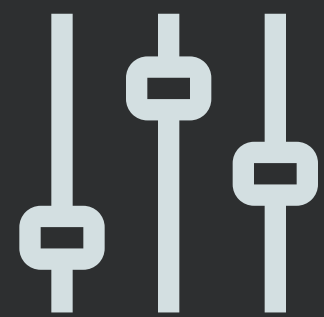
# SOLUTIONS



A new home page with a clear hero section



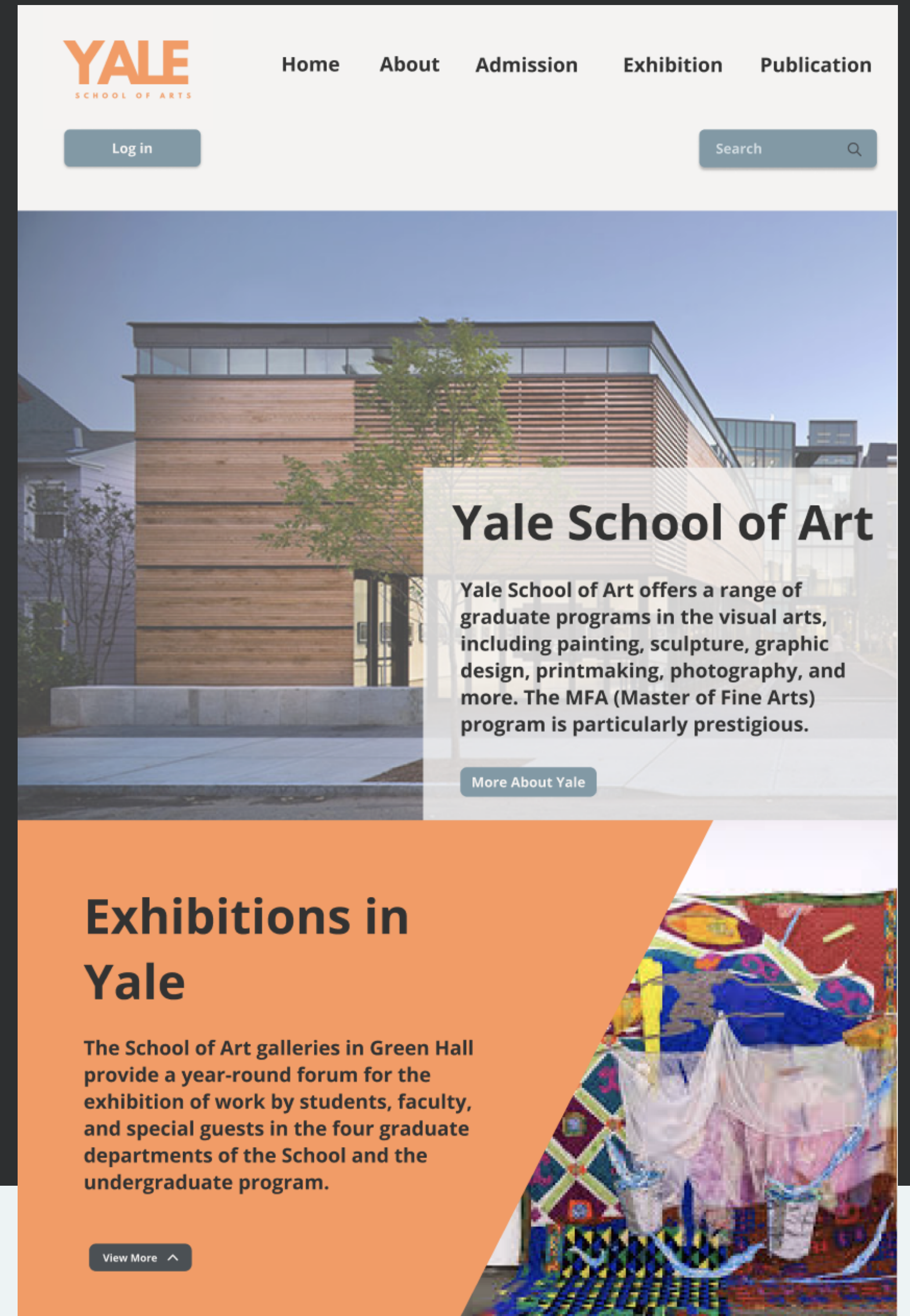
New Logo and new color scheme created



Redesigned all the sections available on the website



Take Away Quick Links Box



# DESIGN THINKING PROCESS

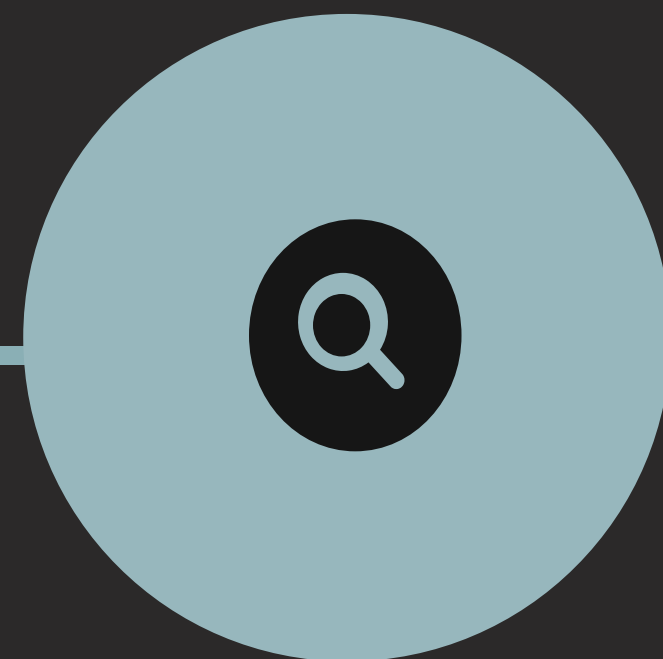
2 WEEKS

74 HOURS



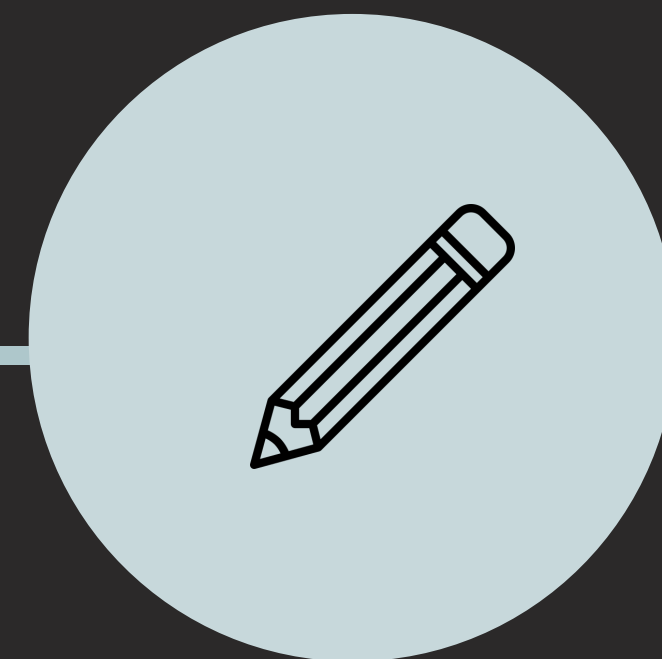
## Discover

User research  
Affinity Map  
Insights



## Define

Site Mapping  
User Persona  
Problem Statement  
HMW Question



## Design

Sketches  
Wireframes



## Deliver

Style Tile  
Typography  
Colours  
UI Components  
Logo

# DISCOVER

## INTERVIEW QUESTIONS

- Based on the interviews conducted, a set of 10 questions was developed for participants.



# DISCOVER

## AFFINITY MAP

- Based on the interview answers, i created a affinity map to understand and categorize users needs.

### Navigation & Page set-up

Identification of cluttered design as a common issue

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Users appreciate the variety of student art but find it overwhelming

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Suggestions for incorporating Yale's colors and logos for a stronger identity.

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Consistent feedback on the need for clearer navigation.

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Suggestions for a more organized presentation of student work, perhaps categorized by disciplines

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Users expect a seamless experience that aligns with Yale's prestige.

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Requests for concise and informative content

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### Gains

Users consistently praise the website for showcasing an impressive array of high-quality student work.

burcu

For some of the users' the website is credited with inspiring creativity and showcasing the vibrant artistic atmosphere at Yale

burcu

### Suggestions

Recognition of the need for a responsive design for diverse devices

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Desire for improved communication channels between students, staff, and the wider art community

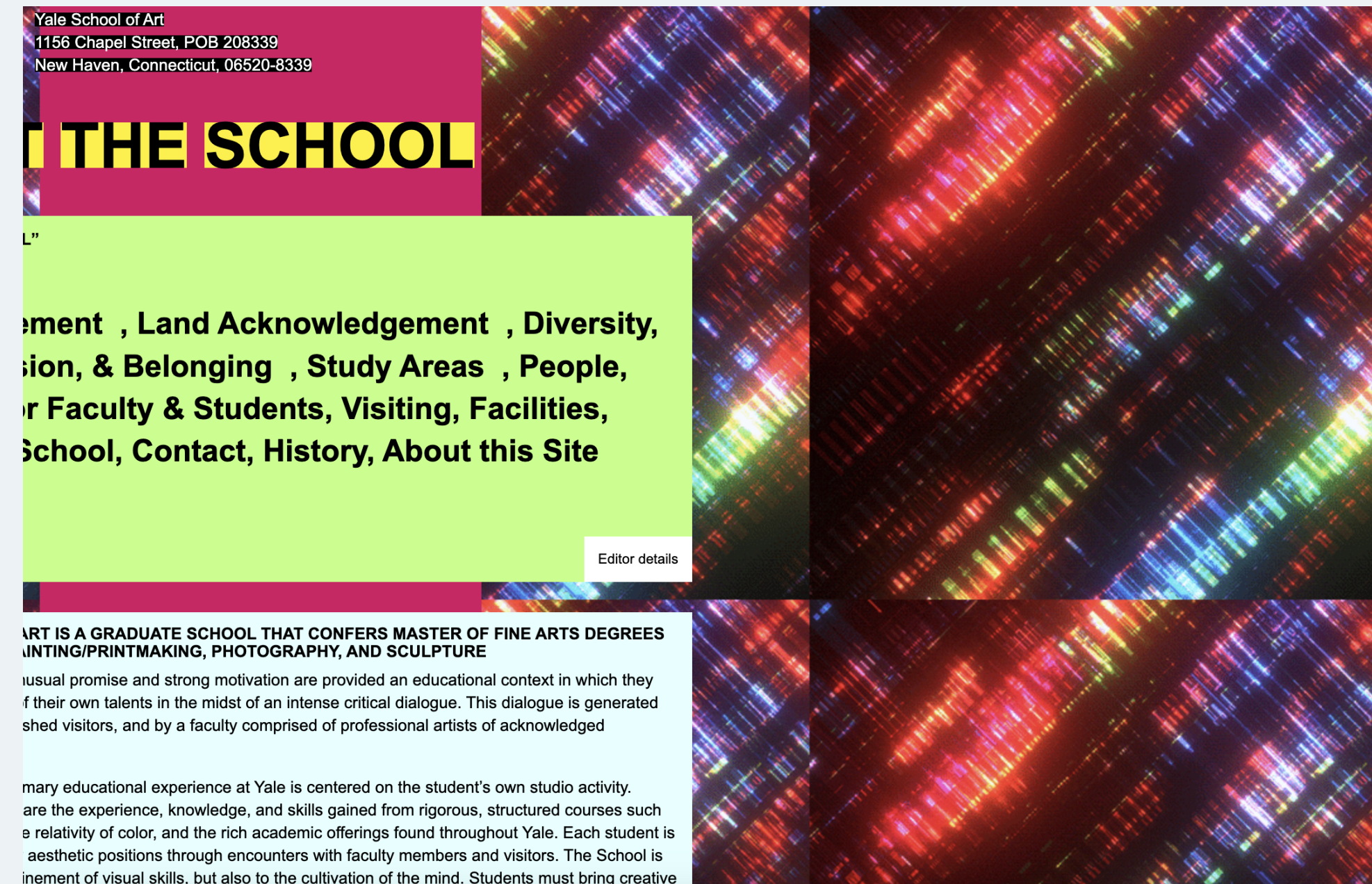
burcu

Suggestions for a streamlined presentation of student portfolios, perhaps with a categorization feature based on disciplines or themes

burcu

# DISCOVER INSIGHTS

- There's too much art/design on the website, and it feels overwhelming



- The background is distracting for users





# DISCOVER INSIGHTS

- There's no clear Yale University presence. The colors and logos that represent Yale are missing.
- The website has a lot of text, making it challenging to read and understand

Yale School of Art  
1156 Chapel Street, POB 208339  
New Haven, Connecticut, 06520-8339

## YALE SCHOOL OF ART

### COMMUNITY BULLETIN BOARD

#### FROM OUR FRIENDS AT THE YALE CENTER FOR ENVIRONMENTAL JUSTICE

The Yale Center for Environmental Justice is in the process of planning our fourth annual Global Environmental Justice Conference, with this year focusing on the theme of "Environmental Joy." The conference aims to explore the ways in which environmental and climate justice and the communities engaged in that work generate joy. Guided by the notion that the ultimate goal of most environmental and climate work is to alleviate suffering and increase wellbeing, Environmental Joy will explore and celebrate the diverse ways that environmental justice achieves this goal.

One facet of the conference programming we hope to organize is a juried art show soliciting works from artists around the world on the theme of Environmental Joy to be showcased in an exhibition during the conference. We are currently seeking any interested students or faculty who would be interested in supporting the planning and execution of this call for art. If you're interested in learning more about the opportunity, please contact Julia Simon at [julia.simon@yale.edu](mailto:julia.simon@yale.edu).

Editor details

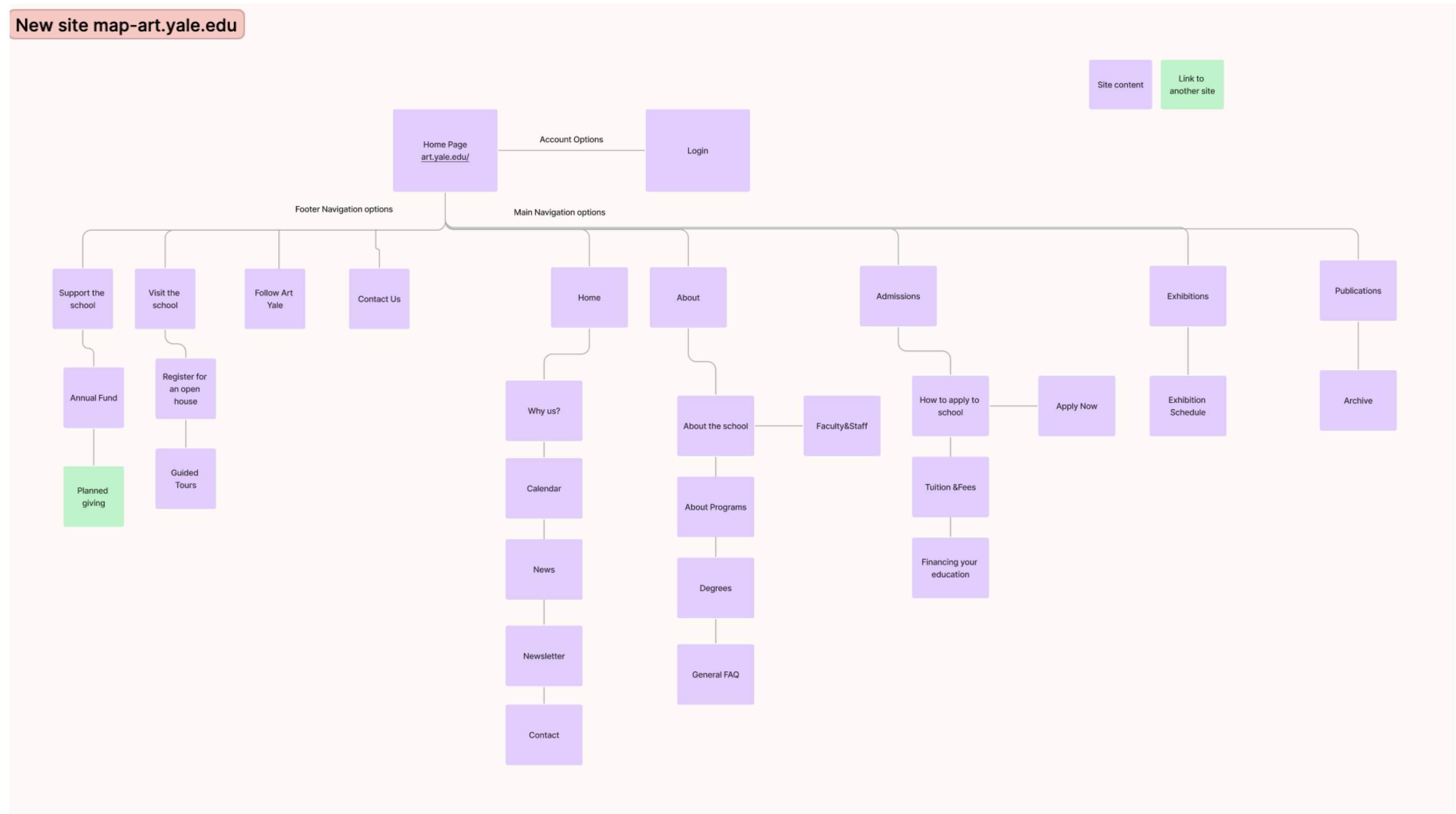
discipline. As an option within Yale's Summer Experience Award (SEA) funding model, the Arts Apprenticeship must fulfill the same basic requirements. Additional details, as well as those specific to the Arts Apprenticeship are included below. Yale faculty, alumni, or other arts practitioners interested in featuring positions through the program should contact Yale's Creative Careers advisor. Which Opportunities are Eligible? Must be at least 30 hours/week, for at least 8-weeks over the summer months. Those 8-weeks do not have to be continuous if the mentoring Arts Practitioner agrees on a different schedule. The time commitment need not all be in direct contact with the Arts Practitioner. Independent projects, tasks, research, etc. can comprise much of the experience, as long as the Arts Practitioner is checking in regularly with the student to provide oversight and career-based context. The opportunity cannot be with a for-profit organization. The engagement for an Arts Apprenticeship should be directly with an individual Arts Practitioner and not with a company. The only exception to this would be if the company overseeing the apprenticeship were a registered non-profit organization. For more information: <https://ocs.yale.edu/channels/arts-apprenticeship/> To post a job, contact: <https://ocs.yale.edu/staff-list/#derek-i-webster>

Editor details

# DEFINE

## SITE MAPPING

- Using information gathered from interviews, I developed a visual site map for the Yale School of Art with the goal of improving usability and navigation.



# DEFINE

## USER PERSONA

- Using information gathered from interviews, I developed a user persona with the goal of improving usability and navigation.



AGE: 28

WORK: Graphic Designer

GENDER: Man

LOCATION: Vancouver, Canada

DOGS: 1

### About

Alex is a 28-year-old aspiring graphic designer with a Bachelor's degree in Fine Arts. Currently working as a junior graphic designer, Alex is passionate about pursuing a Master of Fine Arts (MFA) at the Yale School of Art. Tech-savvy and accustomed to contemporary design trends, Alex seeks an engaging and user-friendly experience when exploring academic institutions online.

### Goals

- Explore graduate programs in Graphic Design at the Yale School of Art.
- Access comprehensive information about admission requirements, faculty, and course offerings.
- Gain insights into the vibrant artistic community and opportunities for collaboration

### Brands

MOLESKINE

THE NORTH FACE



Busy

Durable

Pet friendly

Social

### Needs and Preferences

- Prefers a clean and intuitive website design with clear navigation paths.
- Values visual elements, including high-quality images showcasing student work and the campus environment.
- Appreciates concise and well-organized content that highlights key aspects of the MFA program.

### Challenges

- Limited time due to a busy work schedule, requiring efficient navigation and easy access to essential information.
- Desire for a visually appealing and modern website design that reflects the innovative nature of the Yale School of Art.

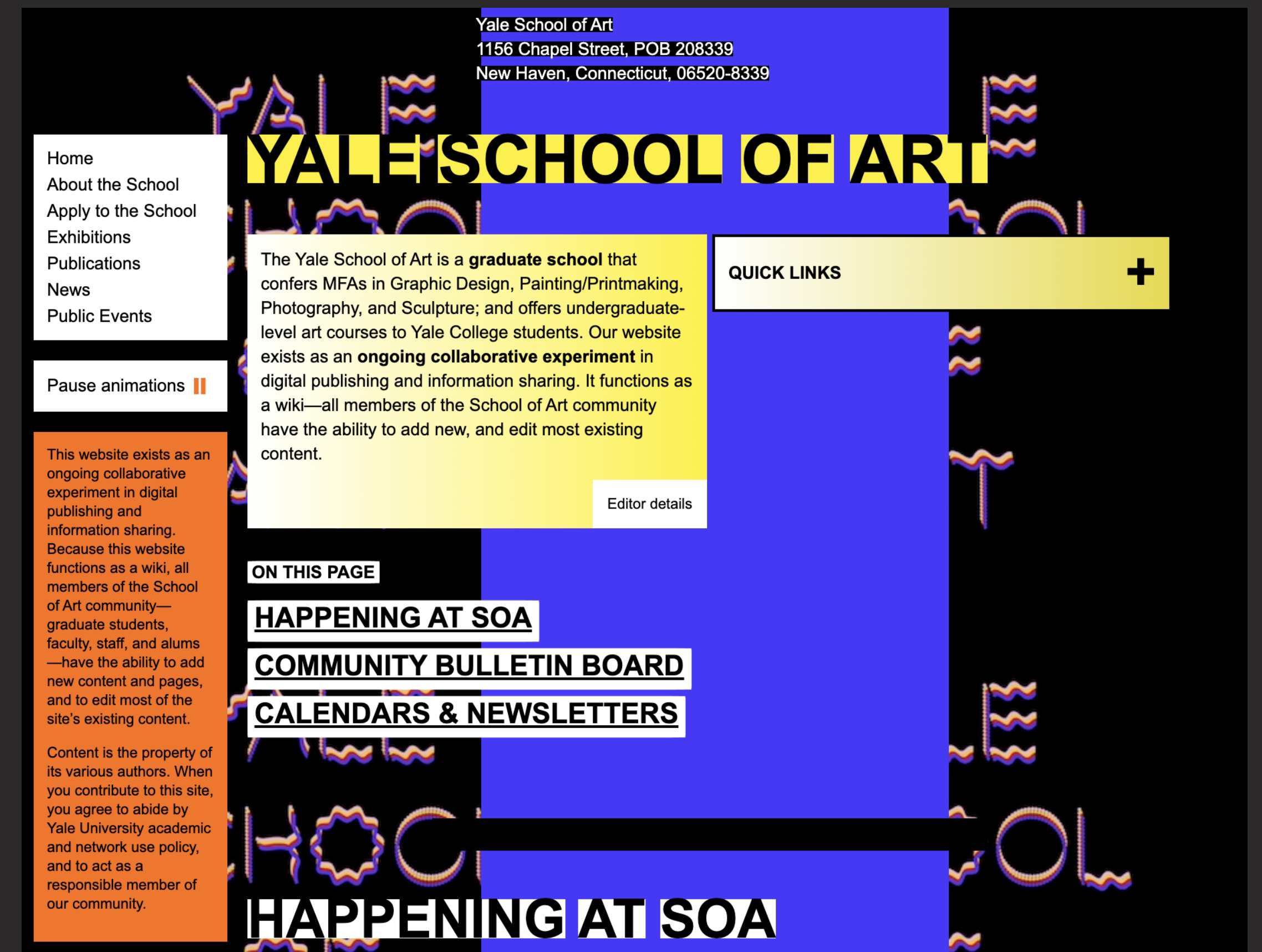
### Motivations

Growth

Social

# PROBLEM STATEMENT

The Yale School of Art website has usability issues, making it challenging for prospective applicants to navigate. The users acknowledge the artistic and unique aspects of the website. Still, they found the student art/design overwhelming, with busy backgrounds causing distraction. Despite the website's artistic value, the consensus is that simplifying the design could enhance user experience.





“ I'm excited about joining Yale's MFA program, but finding the right information quickly is crucial for my decision. Visually appealing website would make the exploration process more enjoyable and efficient for me ”

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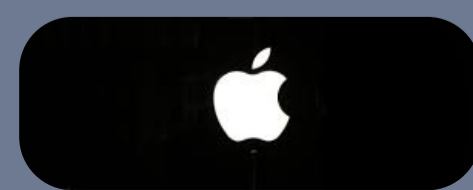
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# HMW QUESTION

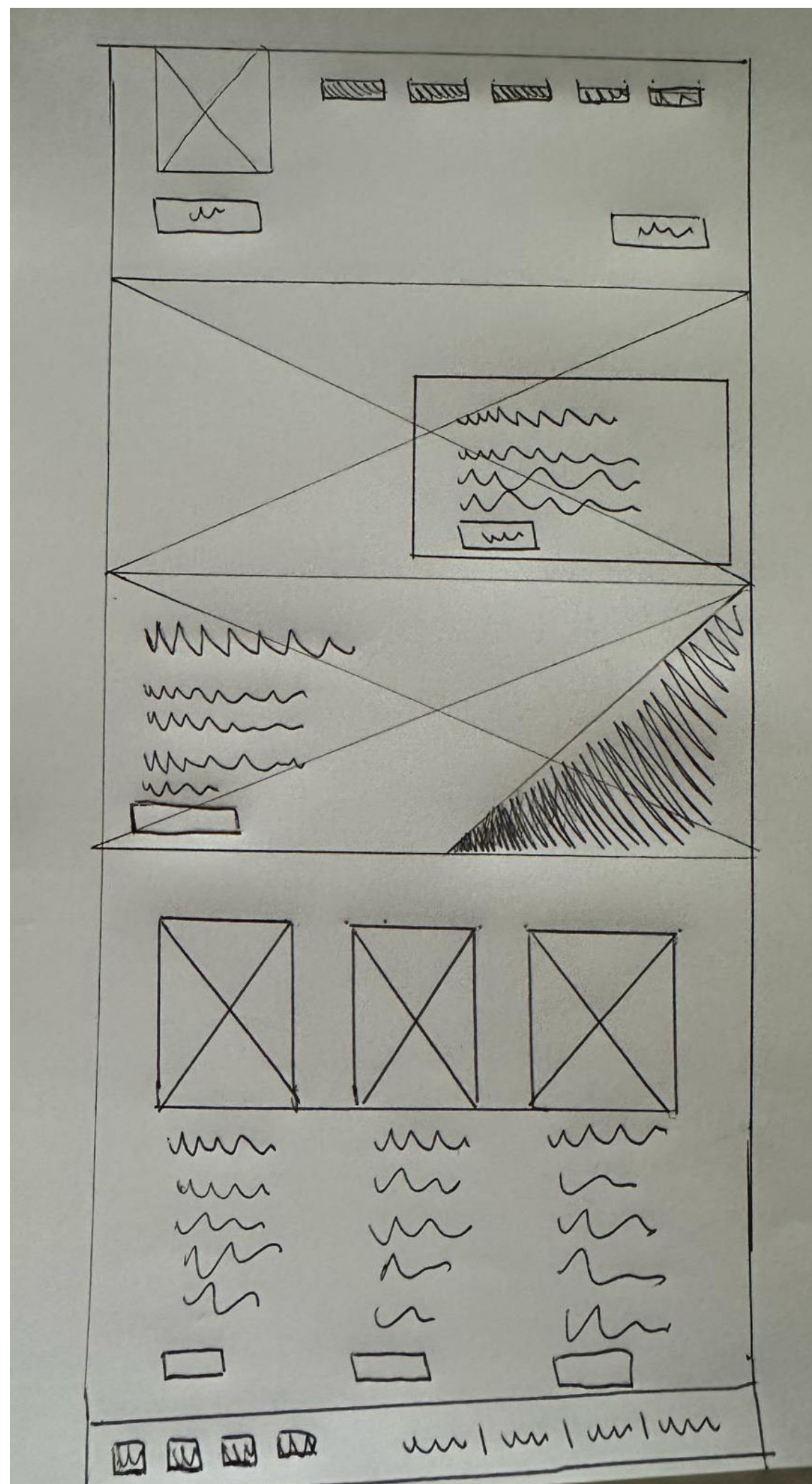
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**How might we redesign the Yale School of Art website to better cater to the needs of students, staff, the art community, and alums while retaining the creative freedom of the current wiki page setup?**

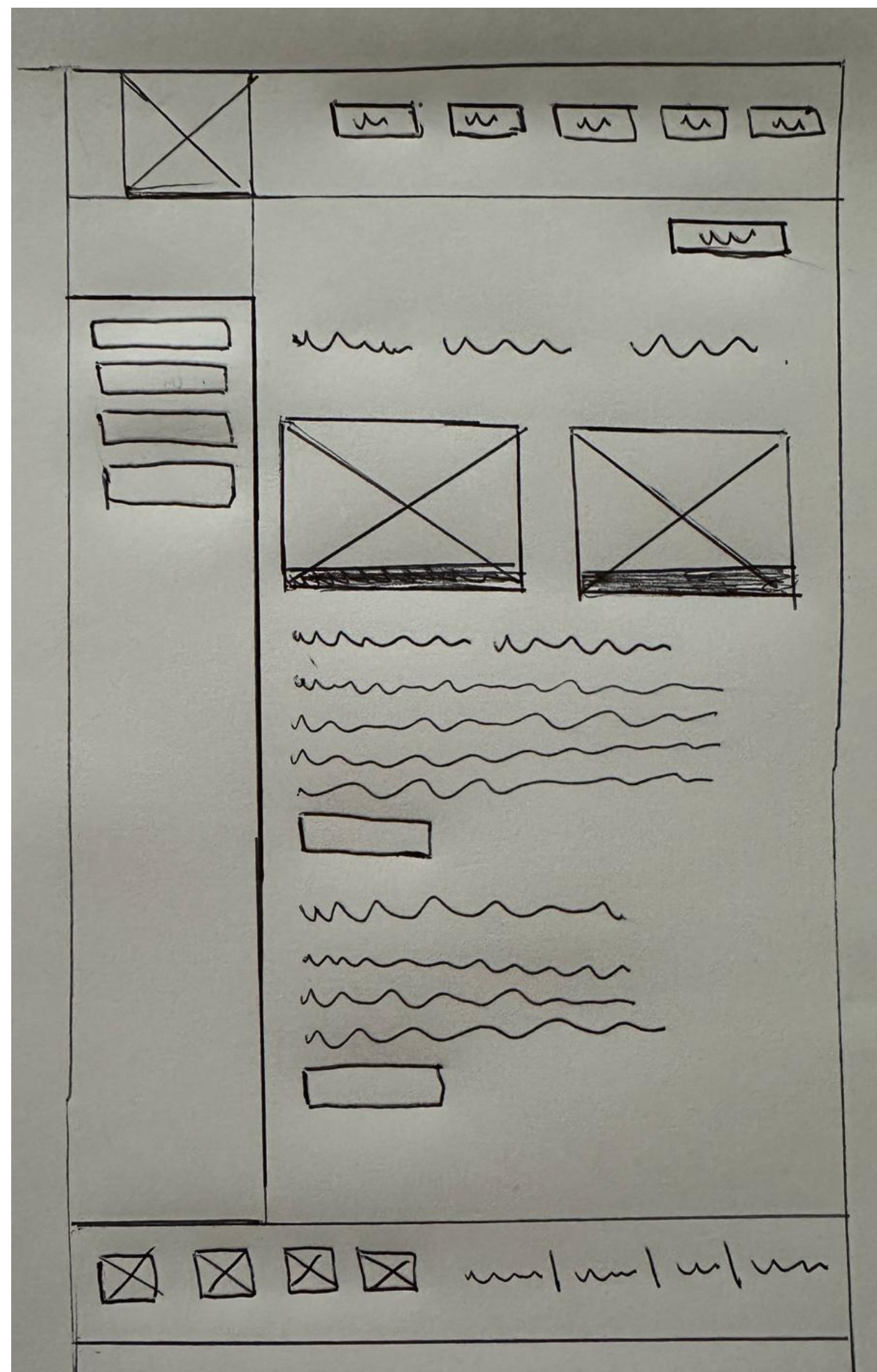
# DESIGN SKETCHES

I turned my ideas into drawings and added important features to the page designs

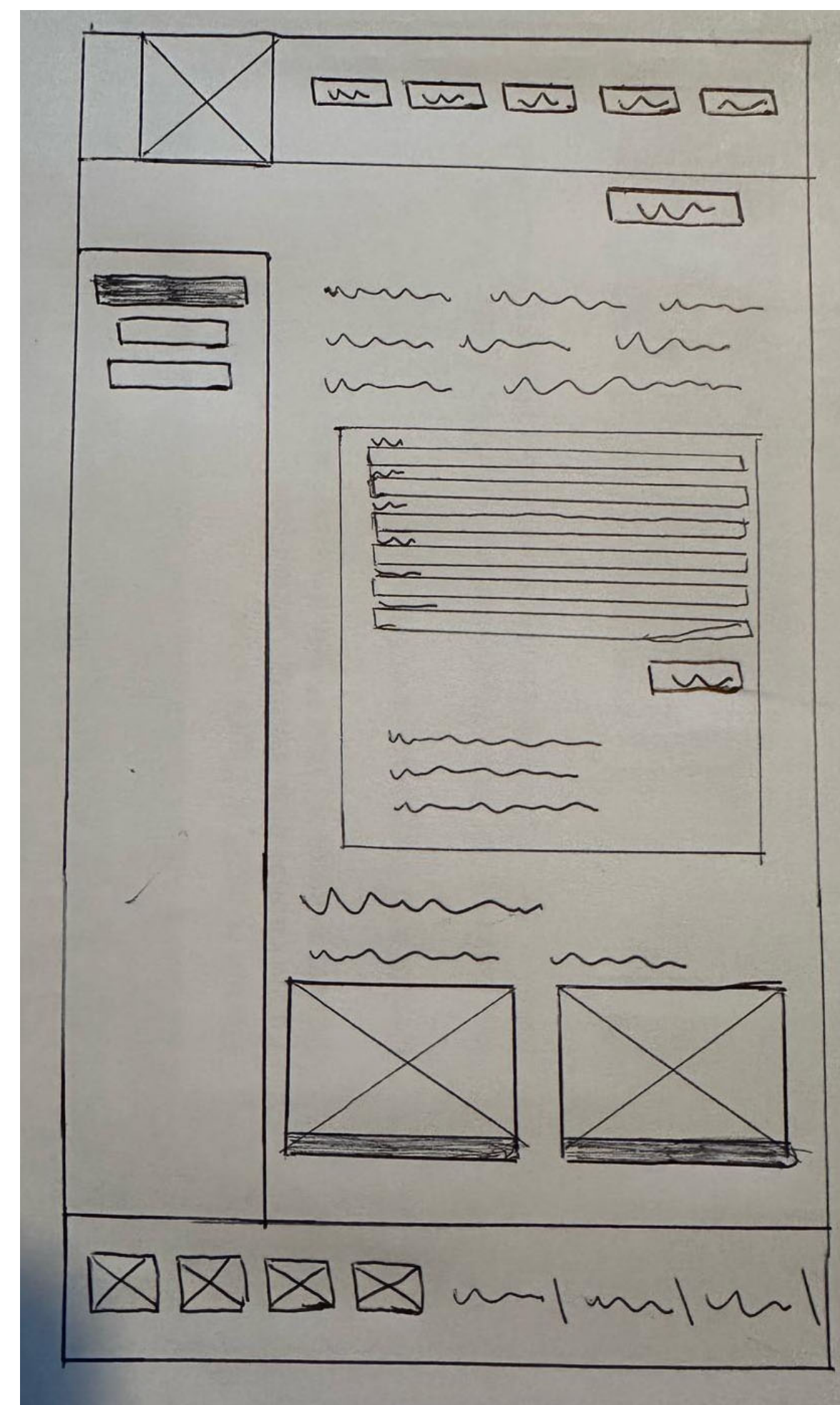
Home Page



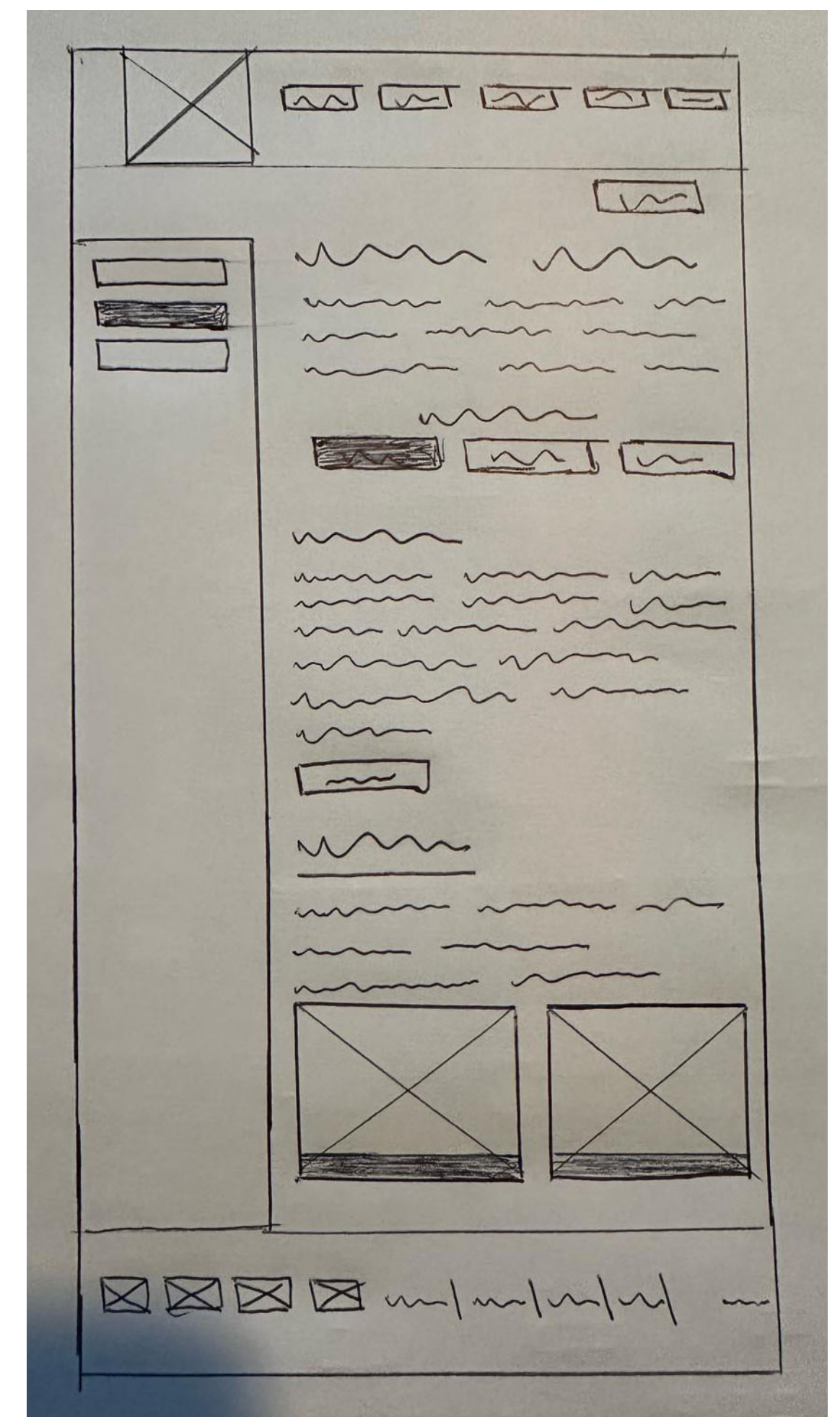
Entrance requirements Page



How to apply Page

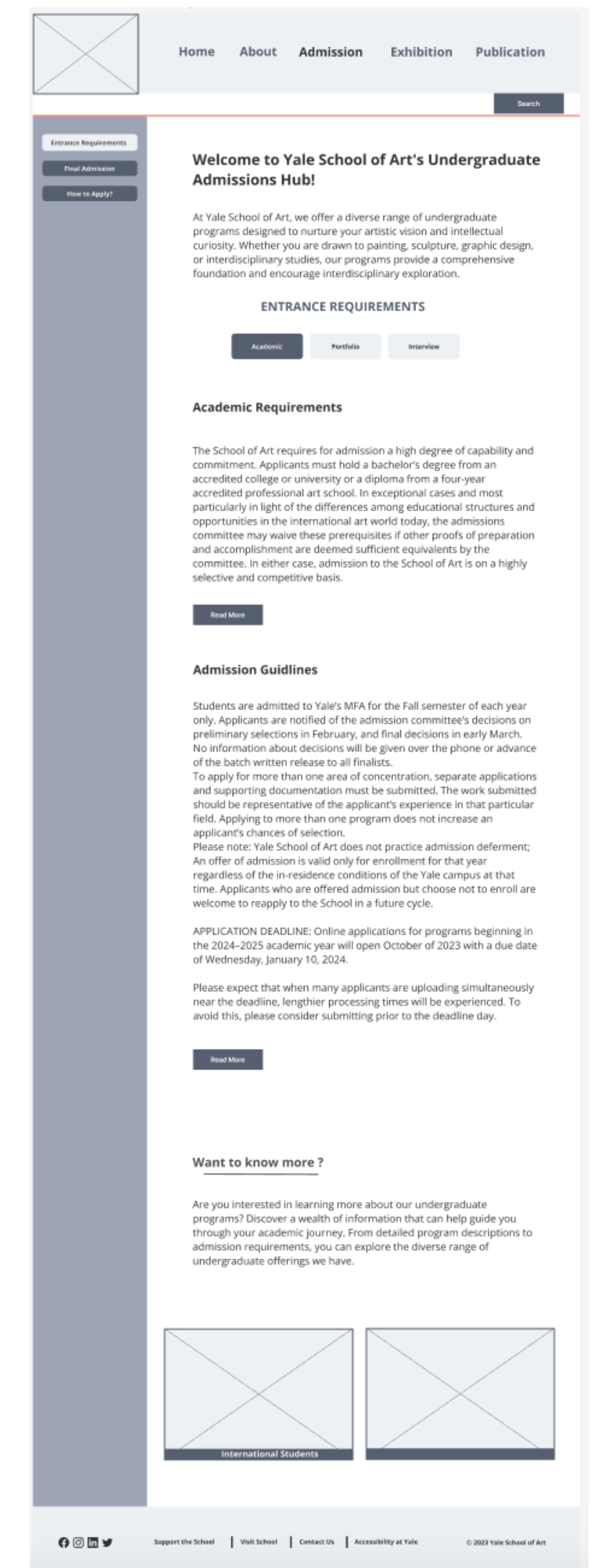
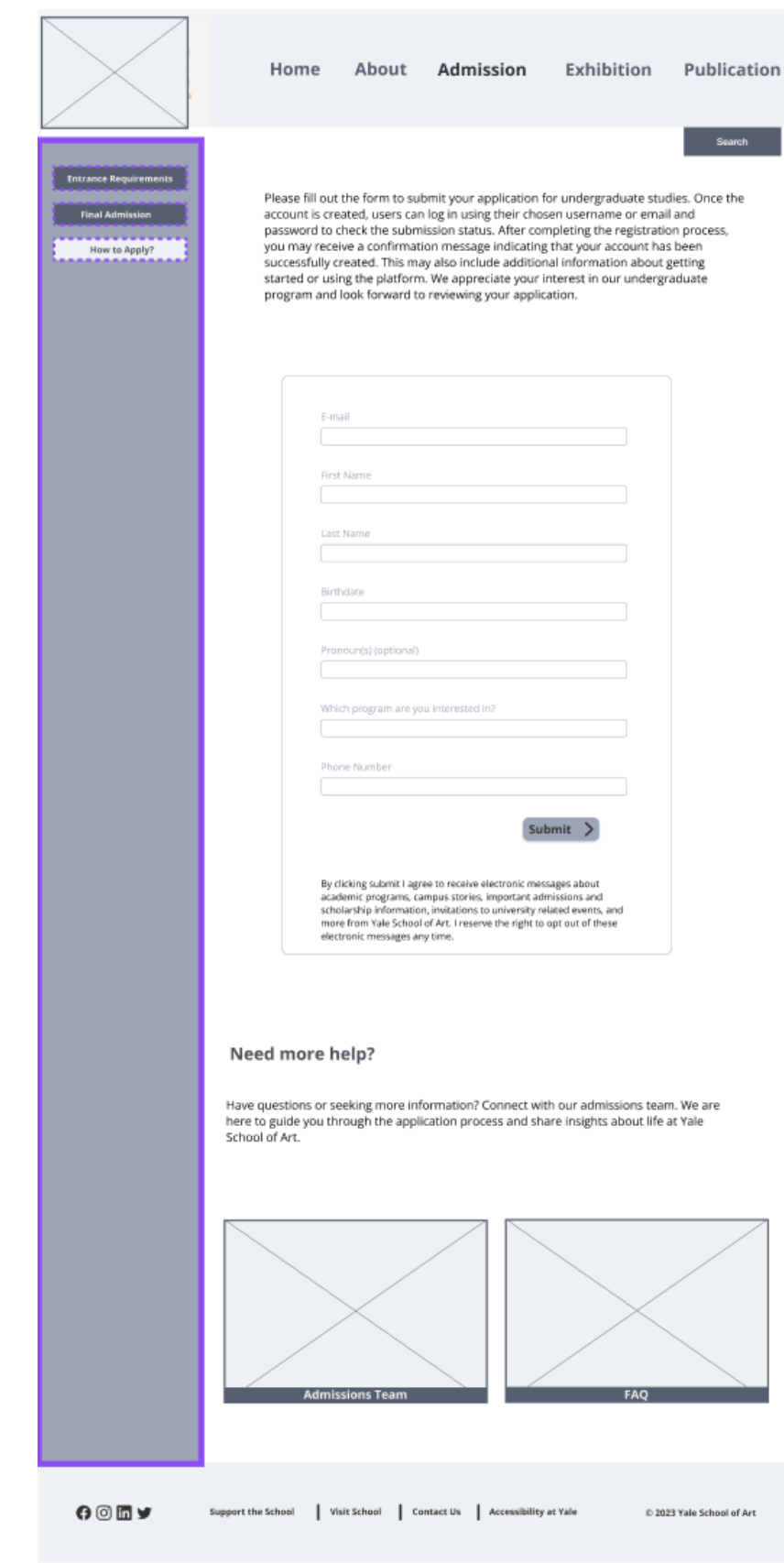
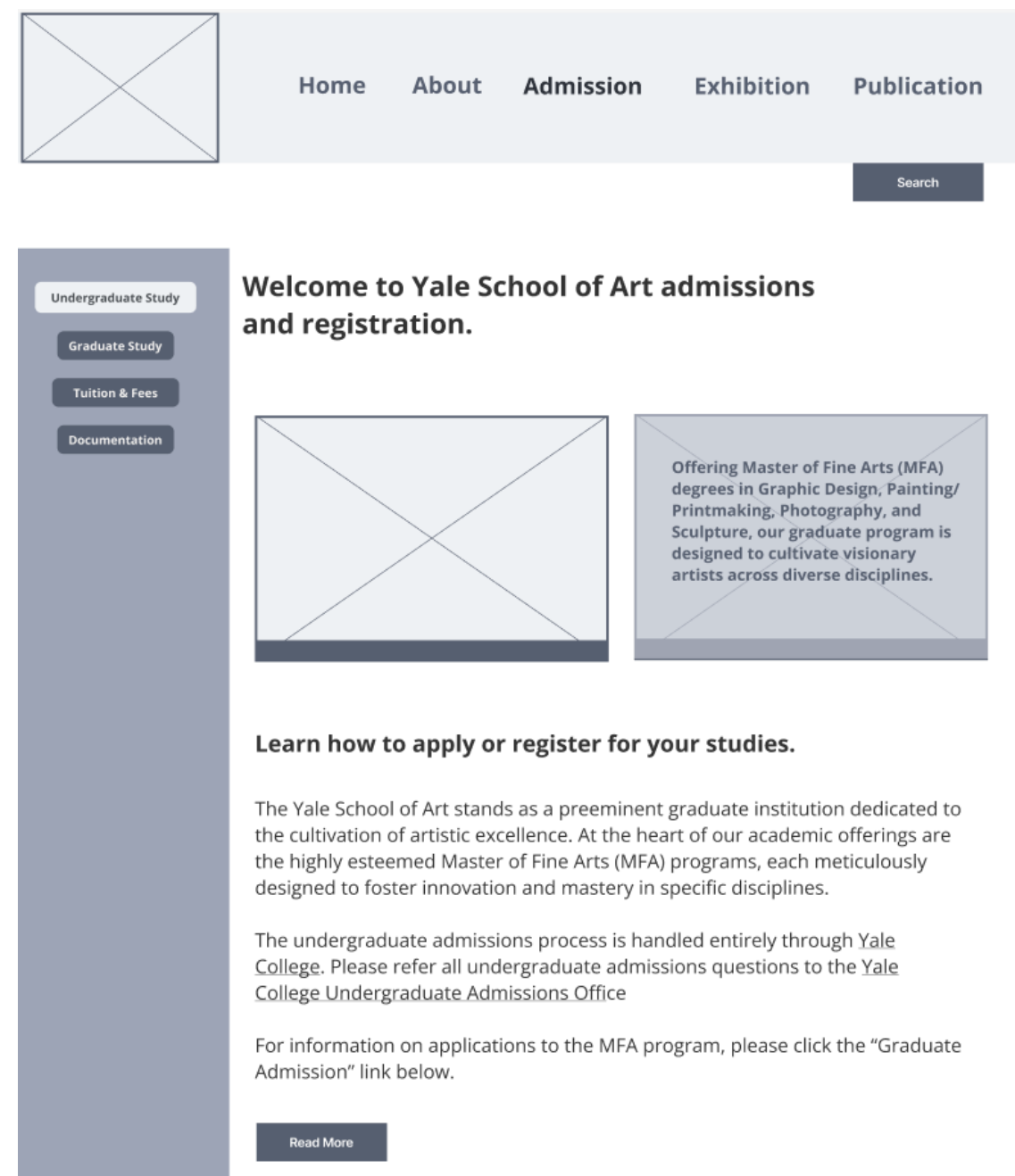
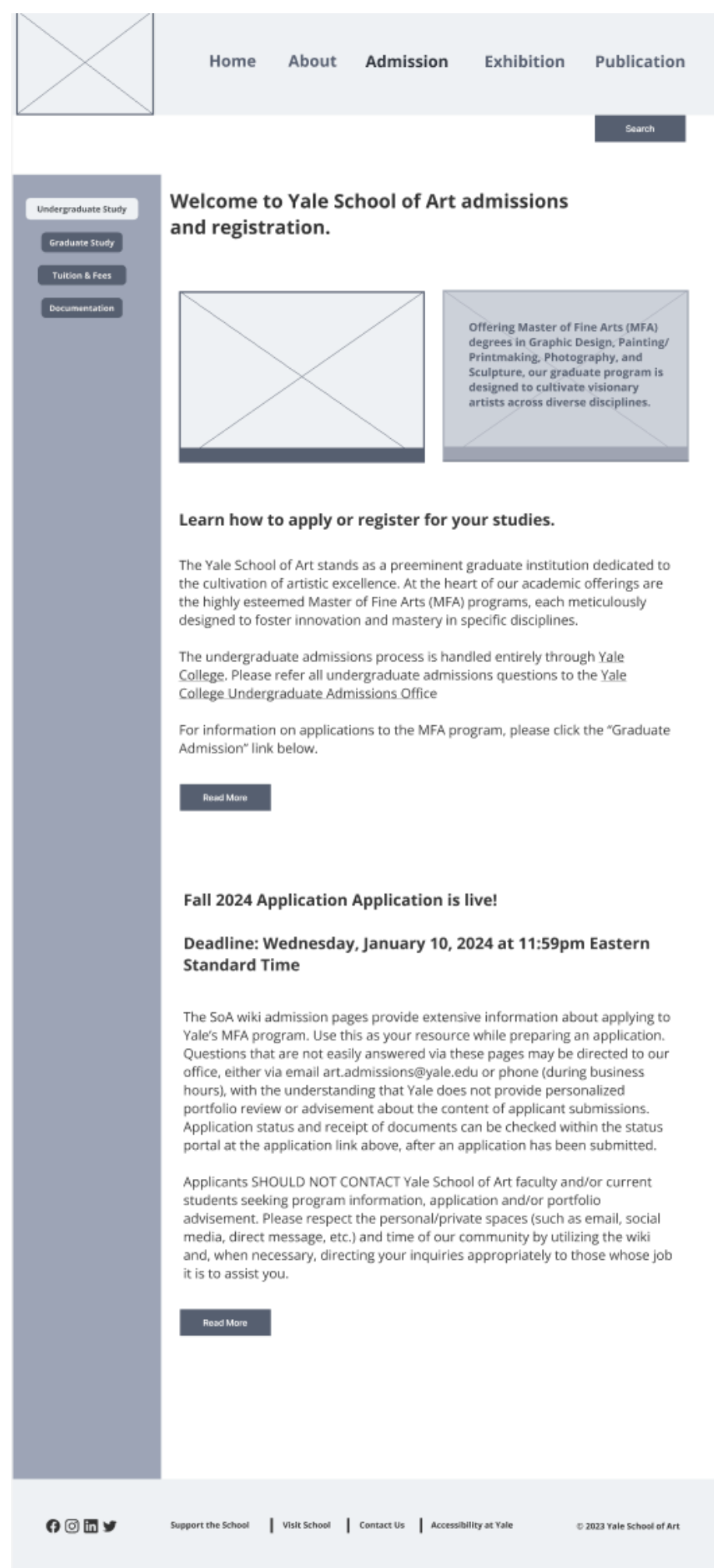


Apply now page



# DESIGN WIREFRAMES

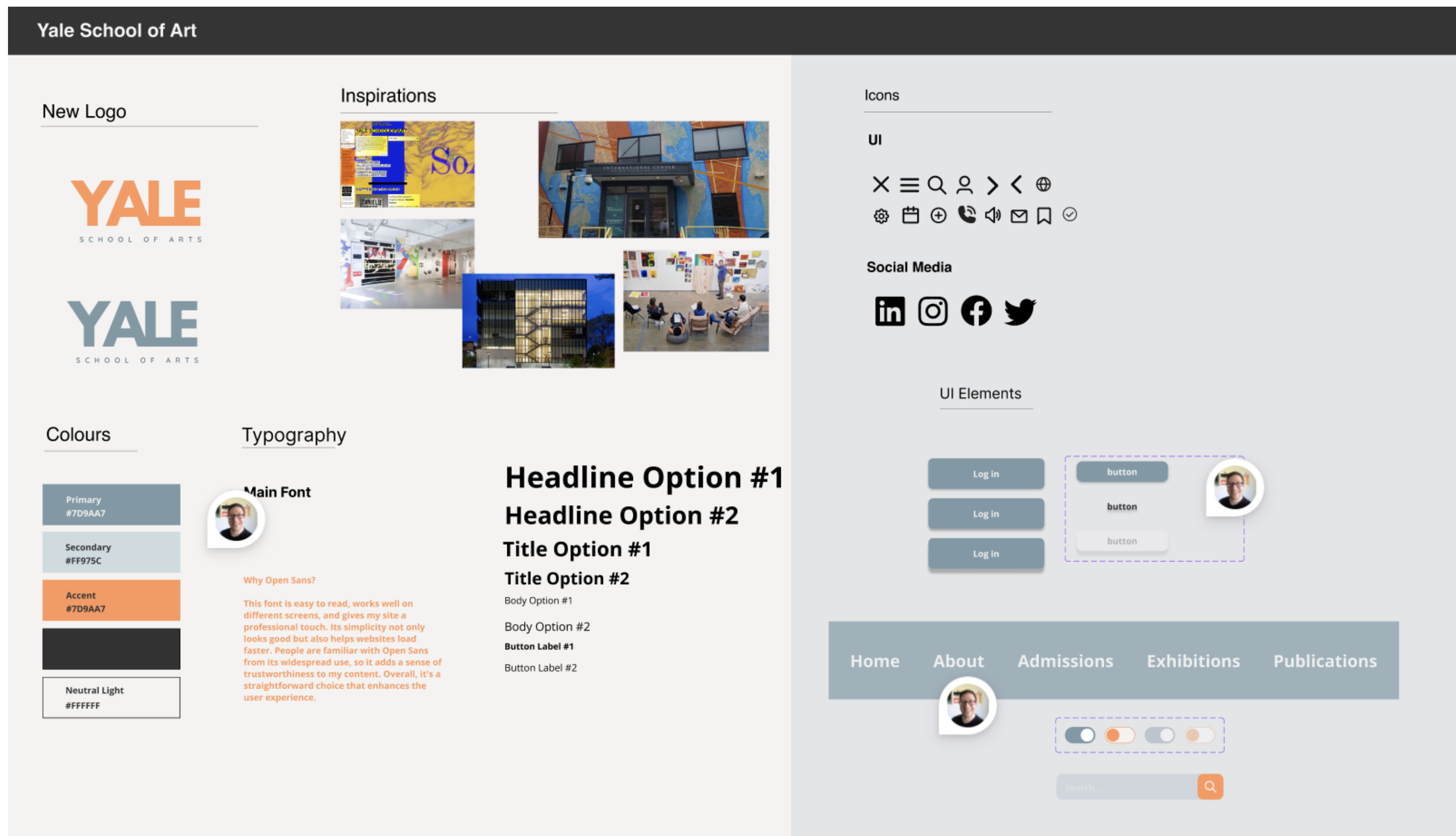
After sketching i moved to creating mid fidelity prototypes, offering a visual outline of the layout and fonctionnalty





# DELIVER

# STYLE TILE



- The current Yale School of Art website lacks a defined style guide or consistent design scheme.
- I've established a new framework to guide the redesign process.

# TYPOGRAPHIE

## Type Styles & Guidelines

**Headline Option #1**

**Headline Option #1**

**Headline Option #2**

**Title Option #1**

**Title Option #2**

**Yale Art School**

Body Option #1

Body Option #2

The Yale School of Art is a graduate school that confers MFAs in Graphic Design, Painting/Printmaking, Photography, and Sculpture; and offers undergraduate-level art courses to Yale College students.

Body Option #3

The Yale School of Art is a graduate school that confers MFAs in Graphic Design, Painting/Printmaking, Photography, and Sculpture; and offers undergraduate-level art courses to Yale College students.

**Button Label #1**

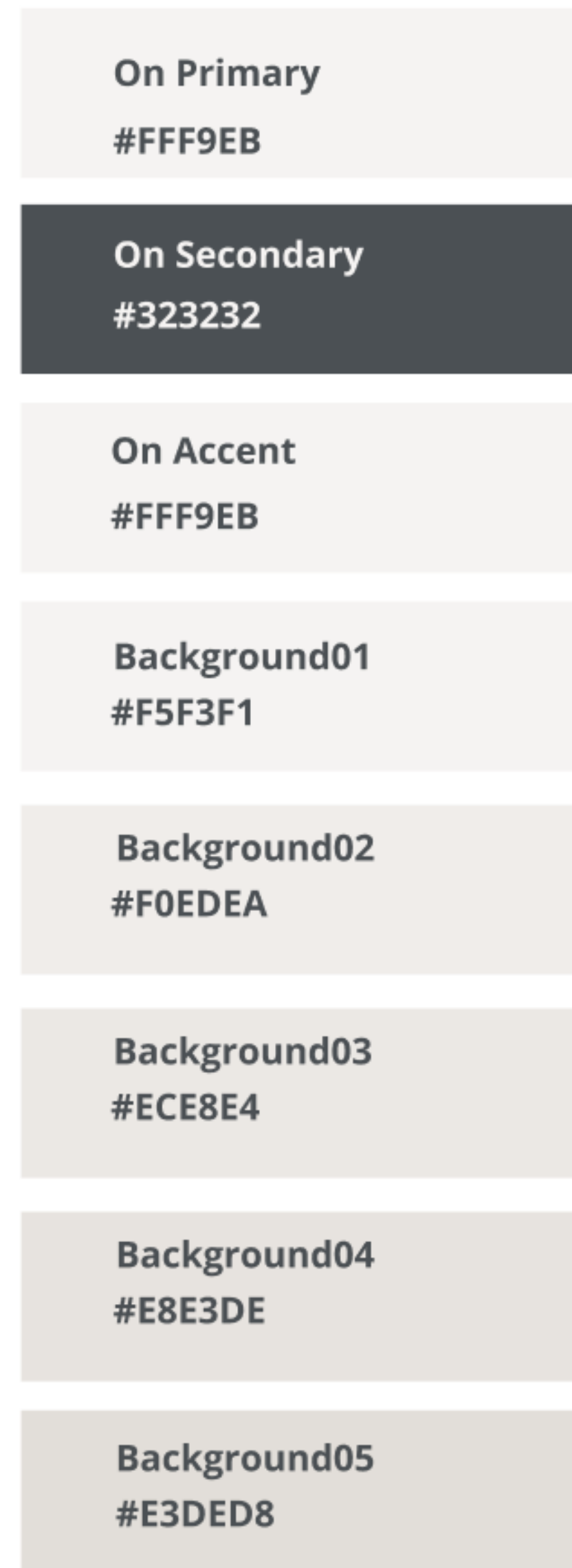
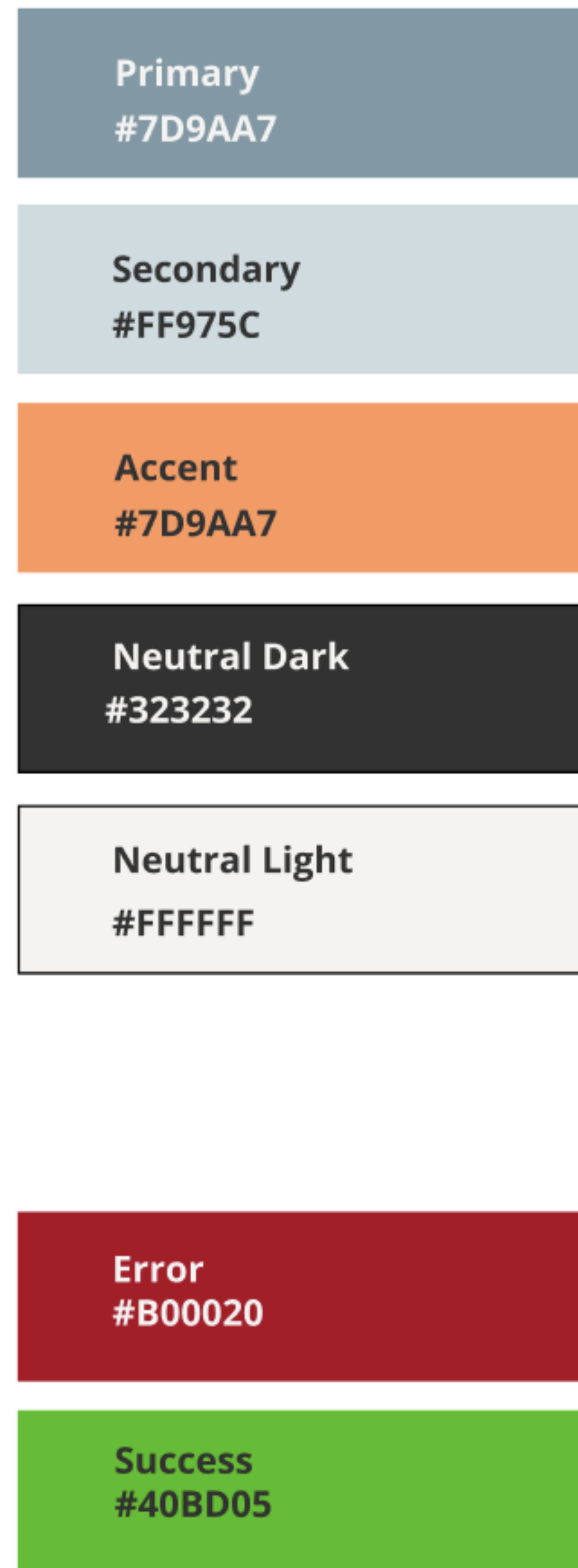
Button Label #2

**Button Label #3**

**Main Font**    Open Sans

- Easy to read
- Works well on different screens
- Gives my site a professional touch
- Helps websites load faster

# COLOR STYLES & GUIDELINES



- Calm and sophisticated tones.
- Reflects a sense of professionalism
- Aligns well with an educational institution
- Aligning with the values and aesthetics of the Yale School of Art

# DELIVER

# UI COMPONENTS & LOGO

While making the basic layouts, I also built a complete collection of design elements

## Icons

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### UI



### Social Media



## Logo

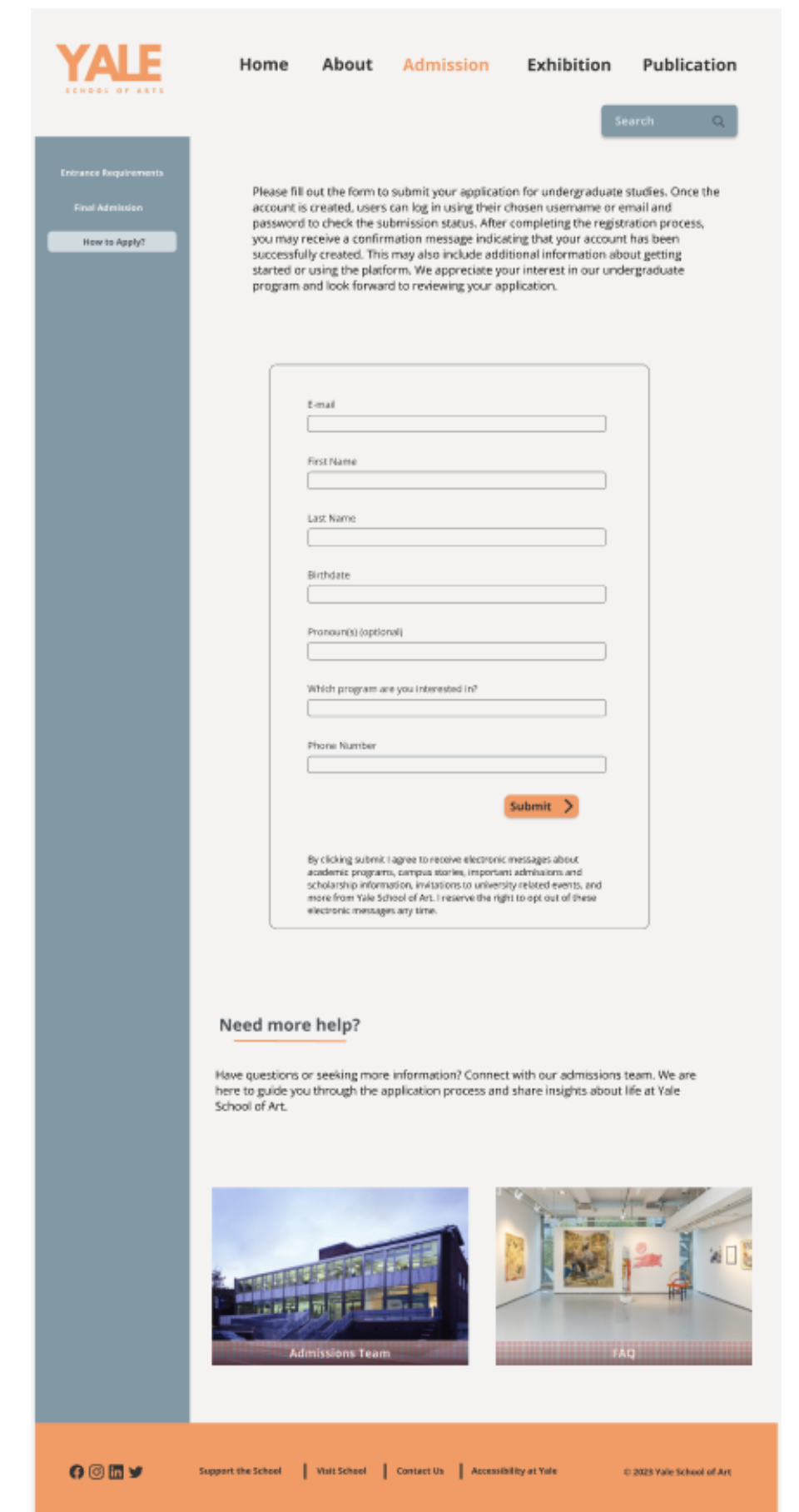
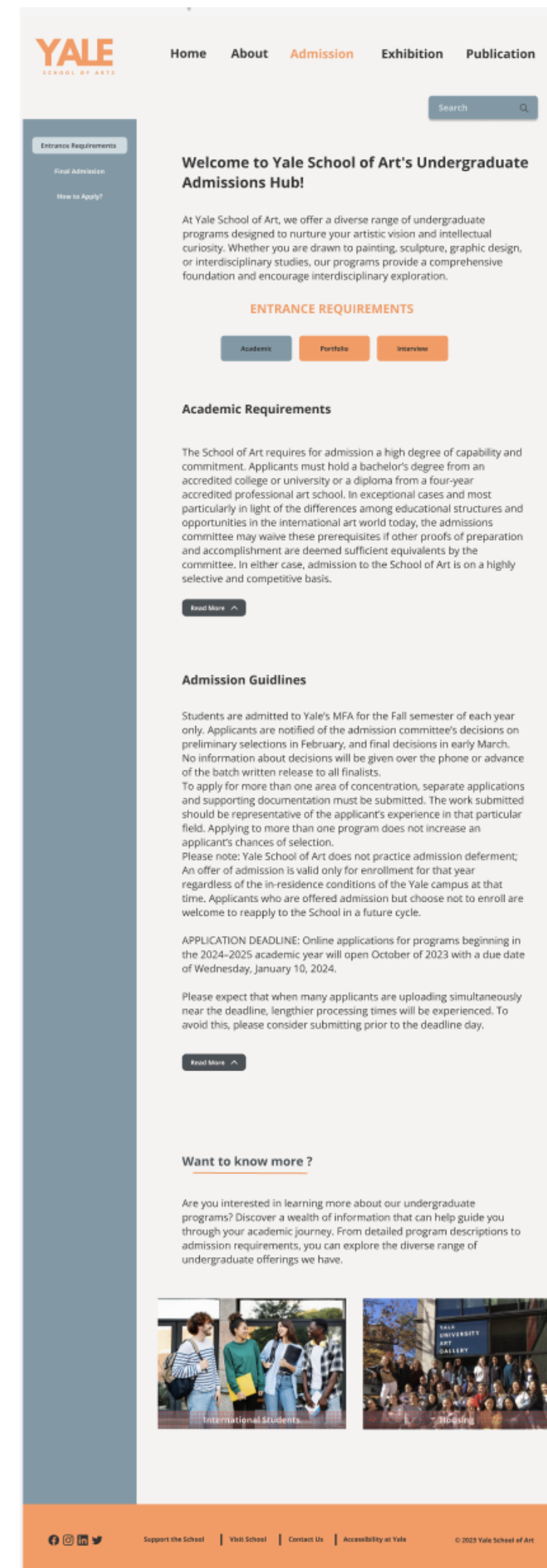
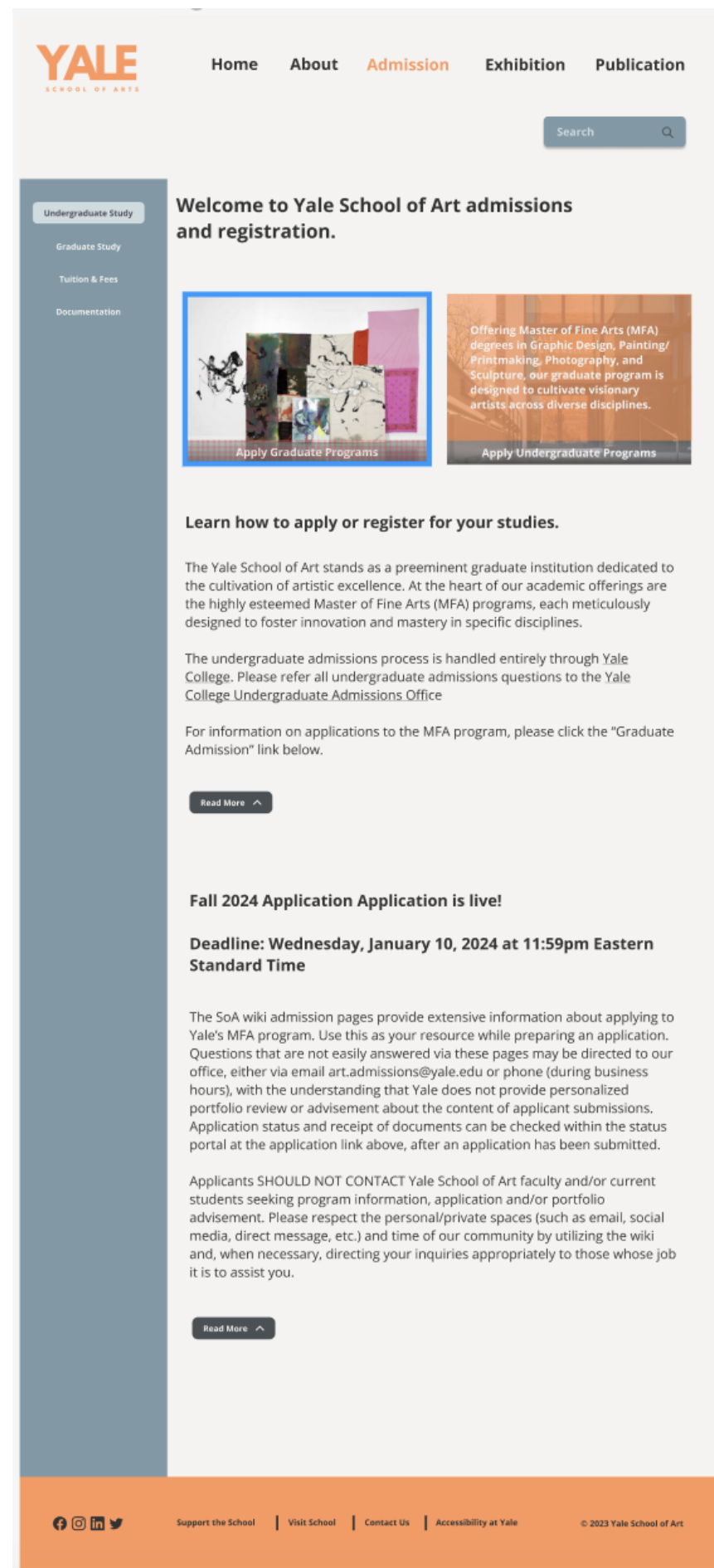
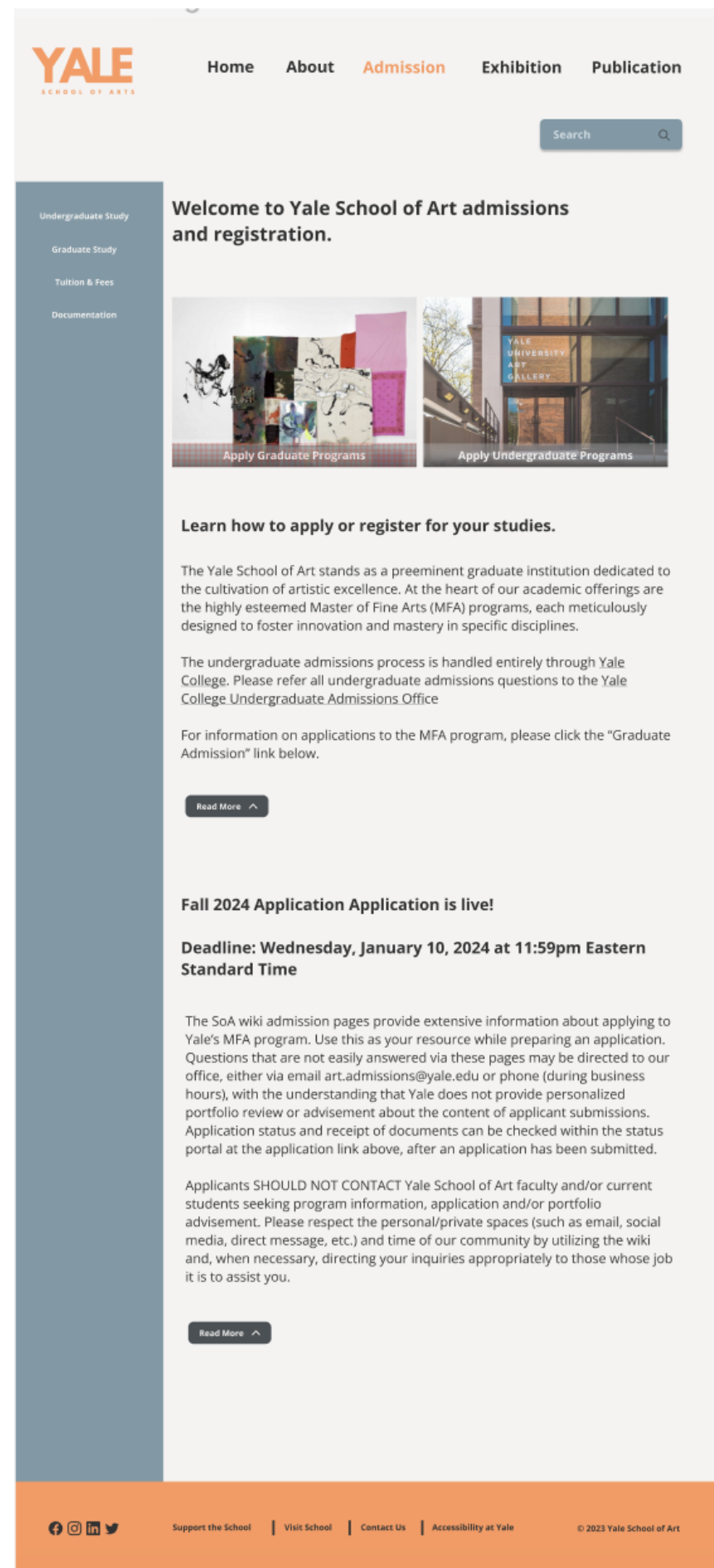
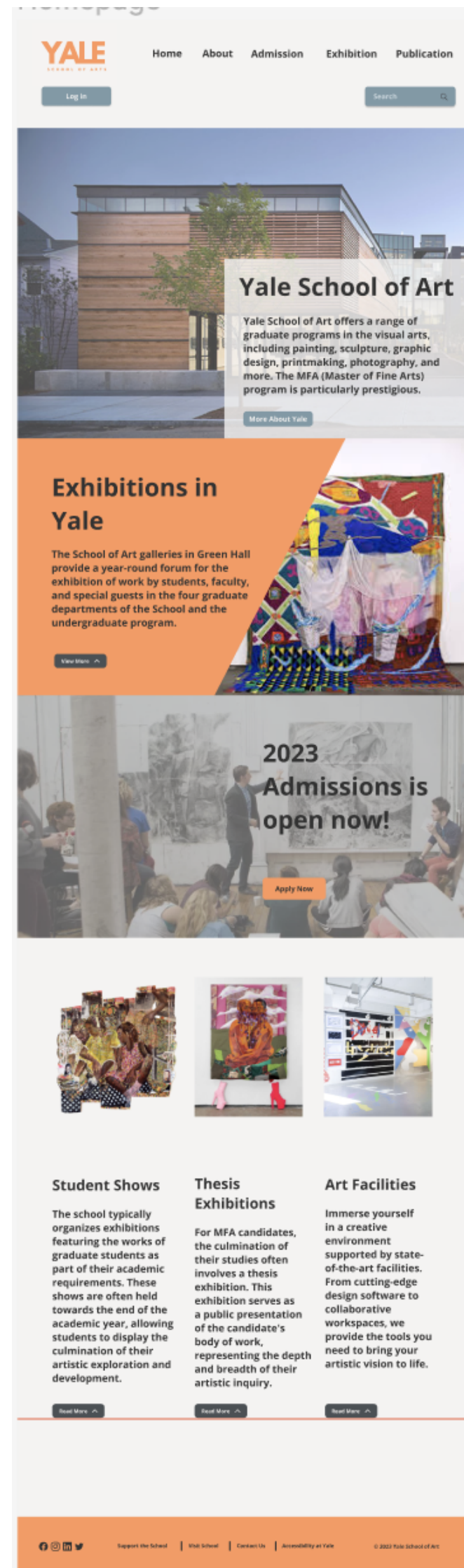


# BUTTONS



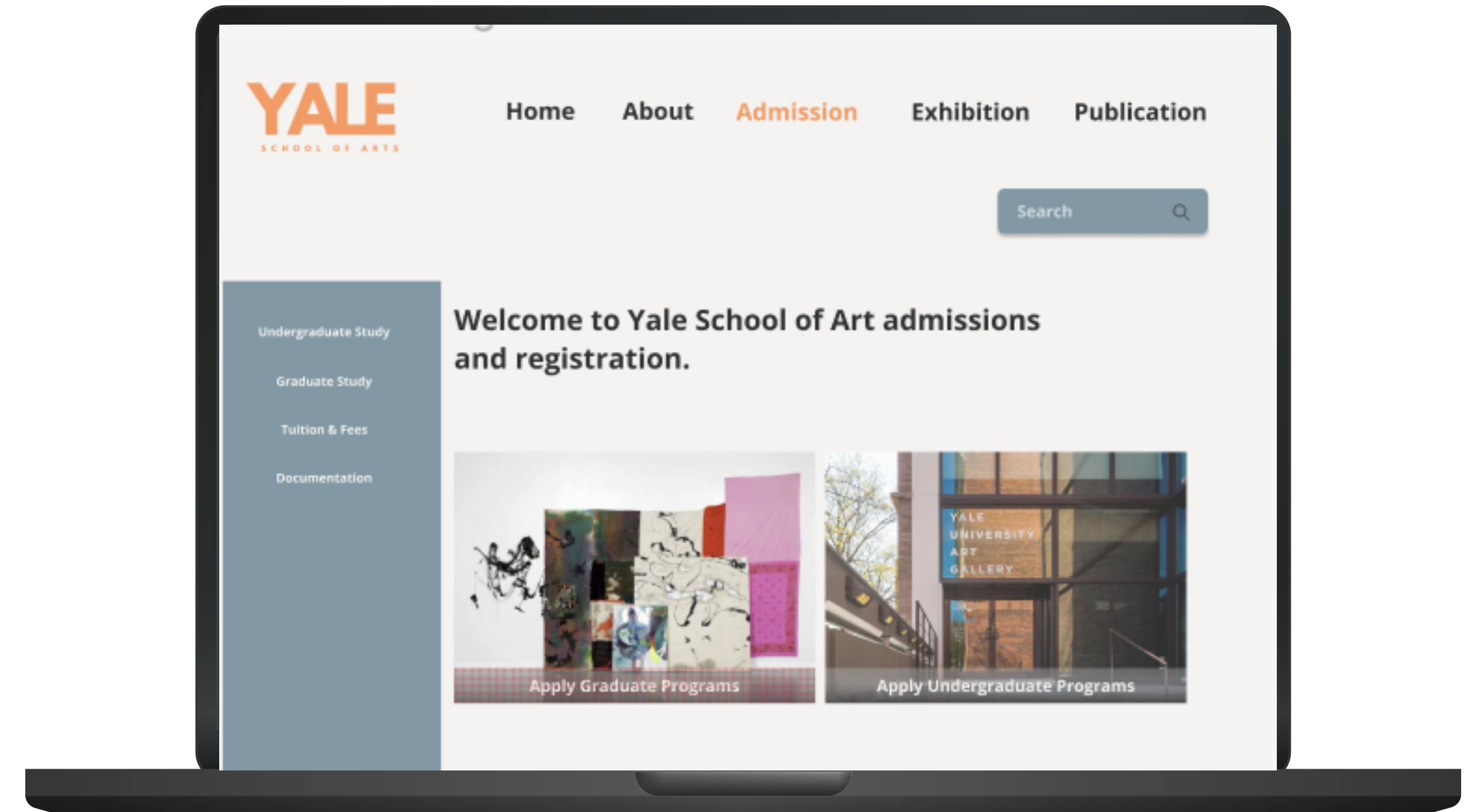
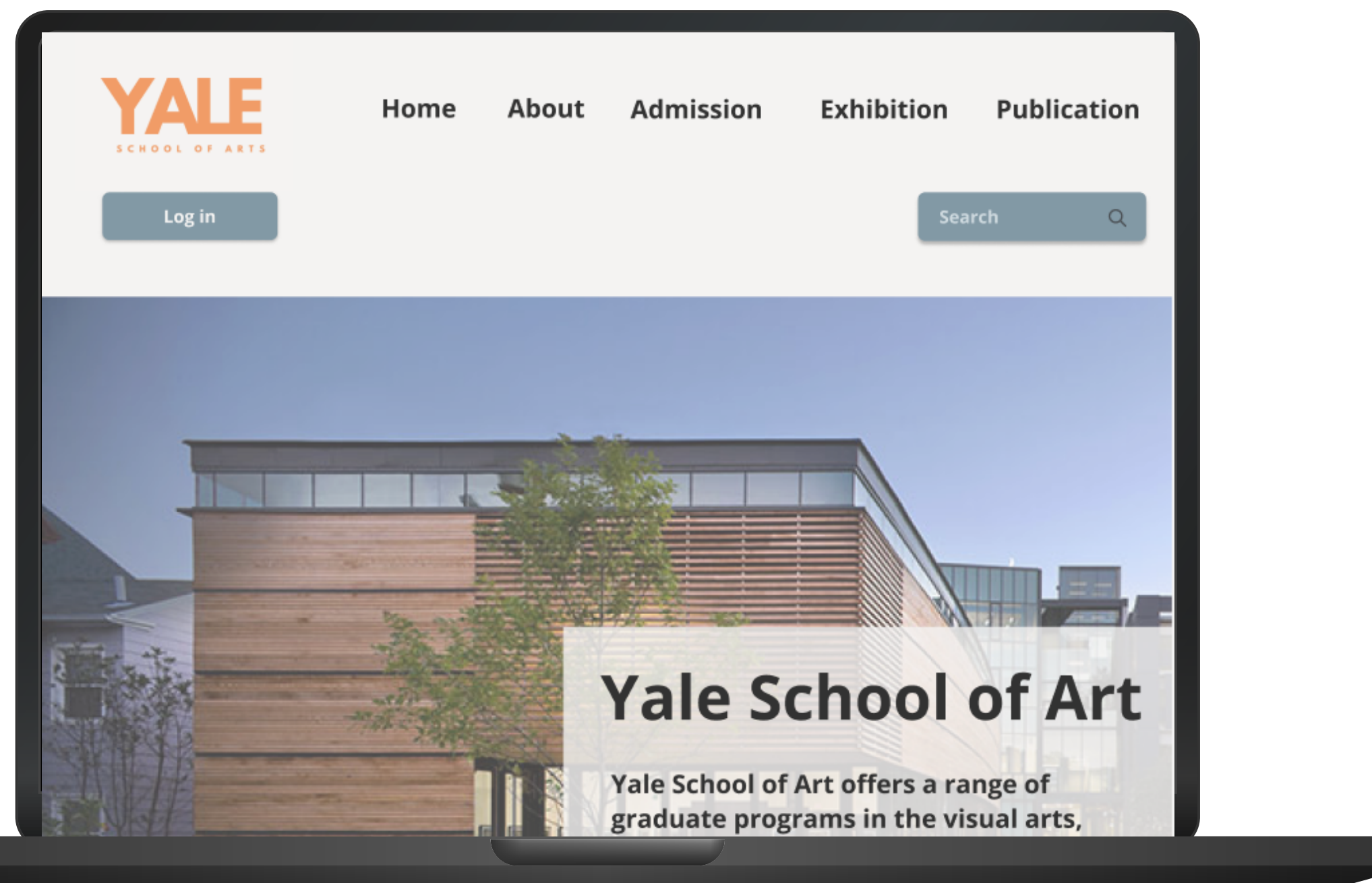
# DELIVER

# HI FIDELITY PROTOTYPE



# DELIVER

# HI FIDELITY PROTOTYPE



**THANK YOU !**