New Media Arts Website (2.0) Creative Brief

PERTINENT BACKGROUND INFORMATION

KCC New Media Arts prepares students for employment in the fields of 3D animation and interface design including web design. KCC\NMA offers an Associate in Science degree in two specializations: Animation and Interface Design. All KCC\NMA courses are based on industry standards and provide students the opportunity to produce work that is relevant to contemporary industry.

The current NMA web site was launched in 2005, and needs to be updated to reflect recent changes in web design. The current version is a static web site, so a content management system would greatly improve site maintenance.

PURPOSE/OBJECTIVES

1. To provide detailed curriculum and admissions information to prospective NMA students.
2. To showcase NMA student work.
3. To provide program information for various third parties that may include grant reviewers, local industry, and prospective employers.
4. Update the site to be more "Web 2.0"

TARGET AUDIENCE

<table>
<thead>
<tr>
<th>Age:</th>
<th>College age students aged 18-22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex:</td>
<td>Both</td>
</tr>
<tr>
<td>Geographic:</td>
<td>Honolulu, Hawaii</td>
</tr>
<tr>
<td>Income:</td>
<td>low to middle range of income</td>
</tr>
<tr>
<td>Spending Habits:</td>
<td>Tech geeks, gadget lovers</td>
</tr>
<tr>
<td>Interests:</td>
<td>Design, Art, Film, Storytelling</td>
</tr>
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COMPETITORS/SIMILAR WEB SITES

UH Manoa Academy For Creative Media (ACM)

http://www.hawaii.edu/acm/
Pros: simple, easy to navigate
Cons: very busy

Leeward Digital Media Program (DMED)
http://www.leeward.hawaii.edu/dmed
Pros: clean, simple
Cons: not a standalone site (part of LCC larger site)

School of Visual Arts (SVA)
http://www.schoolofvisualarts.edu/
Pros: Colorful, fun
Cons: Not very Web 2.0

Full Sail University
http://www.fullsail.edu/
Pros: Very Web 2.0, sleek, icons, cool
Cons: none

ASSETS NEEDED
• The NMA logo
• Updated NMA Content (copy)

EXISTING LOOK & FEEL
The current NMA site has a dark blue sky as the background. Their print material typically uses blues, greens, and greys along with various graphical shapes that include circles and 3D geometry.