

The BYU-Idaho Advertising Council: Website Design

Before we launched the PR booth we completed the Advertising Council website.

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We did extensive testing and interviewed over 150 students with a sketched version of the website on paper. When the user would tap a link, we would take the pages and flip to the corresponding page.



PR MEETING BRIEF

In the PR briefing we discussed the results of our findings and built a plan of action from that.

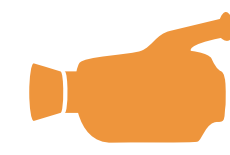
WIREFRAMING

After surveys, wireframes, user testing and copywriting we gave all the information to the web developer.

ICON CREATION

I directed my team in icon design and aesthetic for the website.

After several weeks of building icon sets and color schemes, we finally had all the content.



public relations



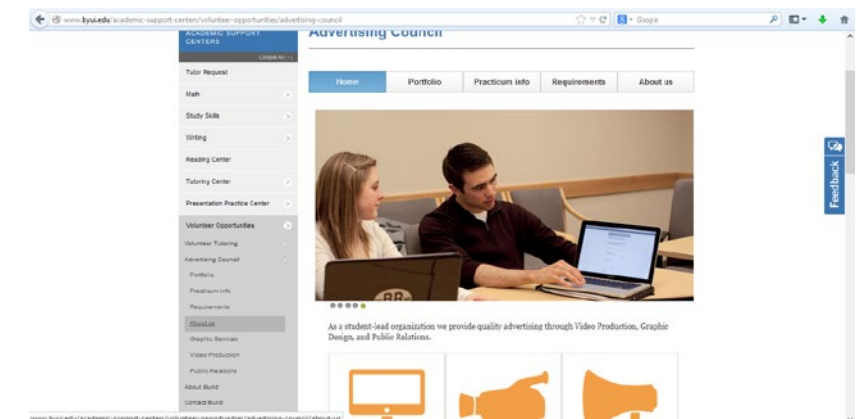
video production



graphics services

THE WEBSITE

The web developer put the content together and the site went live on April 5, 2013 before the booth.



[HTTP://WWW.BYUI.EDU/ACADEMIC-SUPPORT-CENTERS/VOLUNTEER-OPPORTUNITIES/ADVERTISING-COUNCIL](http://www.byui.edu/academic-support-centers/volunteer-opportunities/advertising-council)

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Stay On The Right Track: Qualitative Project

An exhibit displaying the sheer power and force of trains. In this display, elements of art and physics will be married to create potent and striking visuals.

“The Research and Creative Works Conference is an academic venue for students to share their original work. Modeled after the format of national meetings of professional societies, it provides students with an opportunity to communicate their progress in independent projects.

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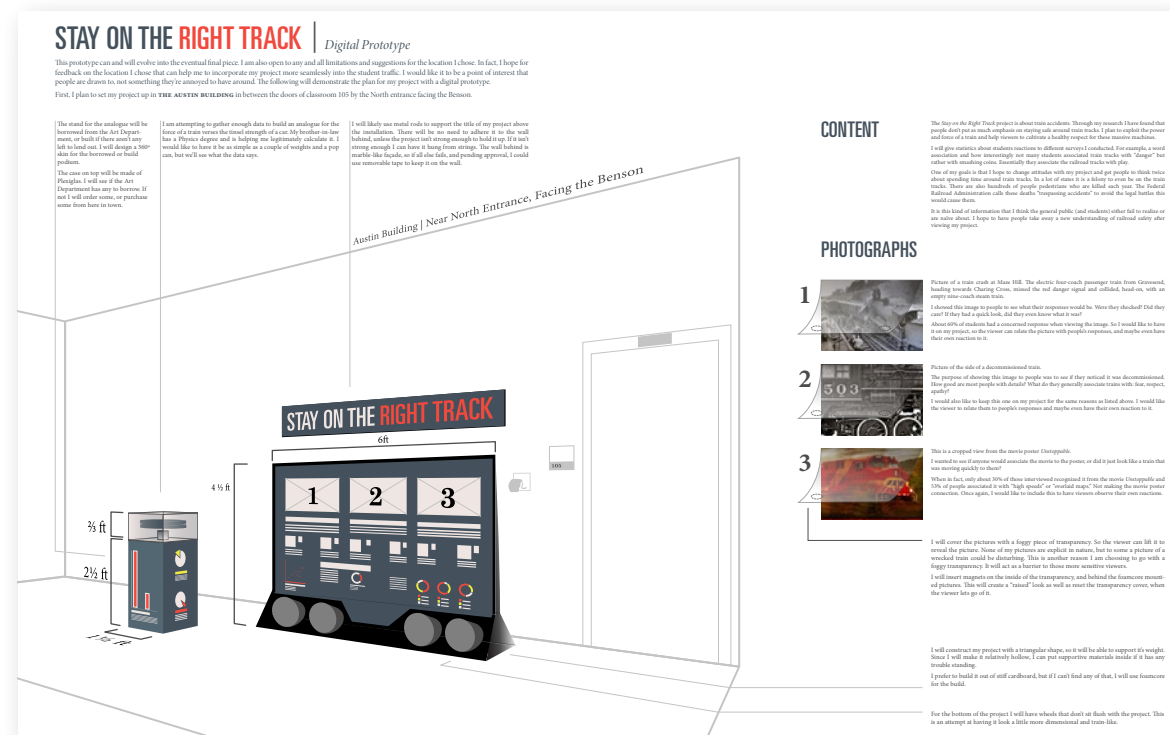
First we had to propose our project, so our instructor and University Identity Director could approve the topic and direction.

In the abstract we had to demonstrate the size of our projects, and how it would function.

EXCERPT FROM WEBSITE

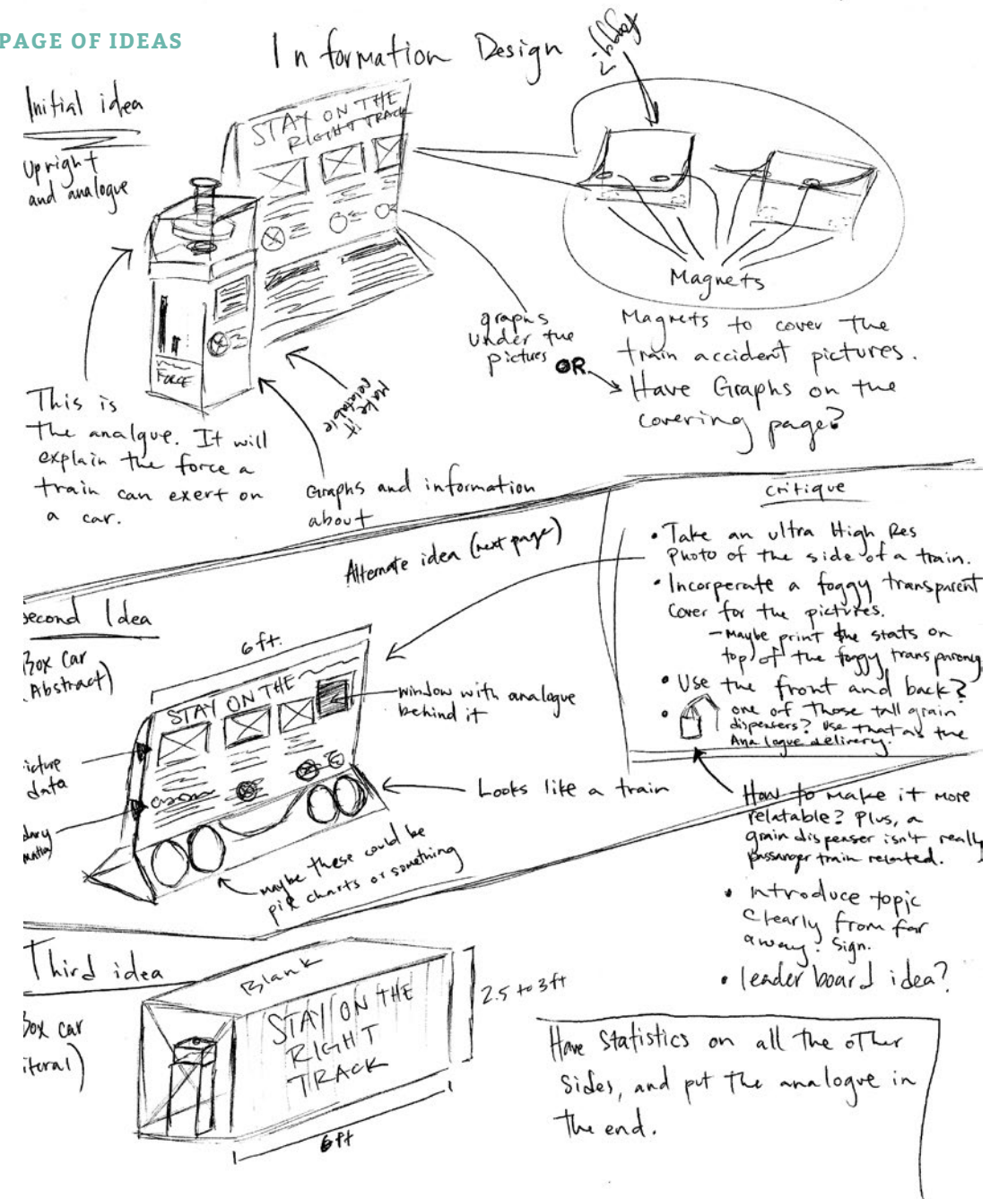
ABSTRACT (BELOW)

This is page one of my abstract. It had to be thorough and enough information for building management and Art Directors to approve.



Project Proposal

JUST ONE PAGE OF IDEAS



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Stay On The Right Track: Qualitative Project

Sometimes your vision on paper exceeds your budget. After going through 3 revision periods, it was time to build, and scale back the design.

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CONSTRUCTION

I constructed the frame the weekend before the conference, and set it up in the Engineering building.

The next day I began assembling the posters. I carefully planned out the order beforehand, and used latex gloves to avoid finger print smudges.

The Research & Creative Works Conference

The conference was several hours long, and we were told to stay next to our work and explain it to anyone who asked. When our instructors came by we had to defend our decisions.

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DETAIL IMAGES



ENG. STUDENTS

Because I selected a high traffic area in the engineering building a lot of students stopped by to read it.

On some of the statistics, I had my Brother-in-Law who is a Physics graduate help me determine accurate comparisons.

