

Gillings Web “New.0”

The new web environment for the
Gillings School of Global Public
Health



UNC

GILLINGS SCHOOL OF
GLOBAL PUBLIC HEALTH

Perhaps you've noticed a change.

The image shows the homepage of the UNC Gillings School of Global Public Health website. The header features the UNC logo and the text "UNC GILLINGS SCHOOL OF GLOBAL PUBLIC HEALTH" with the tagline "Anticipating the future. Accelerating public health solutions." Navigation links include "About", "Students", "Departments", "Research", "Practice and Service", "Alumni", and "Make a Gift". A search bar is located in the top right corner.

The main content area is dominated by a large photograph of a man in a suit sitting at a conference table with several women, with a CDC logo overlaid. Below this are three smaller images: "Students" showing two young women, "News" showing a banner for the Gillings School of Global Public Health, and "Events" showing a large crowd of people.

The footer section includes a map of North Carolina titled "Gillings in North Carolina" and a world map titled "Gillings around the Globe". The world map highlights several countries. Below the maps are social media icons for Facebook, LinkedIn, Twitter, YouTube, Instagram, and Pinterest. The footer also contains the text "Our mission", "Centers and institutes", "Diversity", "Financial aid", "Carolina Public Health", "Global health", "SPH2020", "Resources", "Contact us", and "Text size".

At the bottom center, the text reads "THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL" and "UNC Gillings School of Global Public Health | Contact: 170 Rosenau Hall, CB #7400 | 120 Davess Drive | Chapel Hill, NC 27599-7400".



Anticipating the future. Accelerating public health solutions.



Gillings in North Carolina

Our mission
Centers and institutes
Diversity
Financial aid
Carolina Public Health

SPH2020
Resources
Contact us
Text size



Gillings across the globe



It looks nice, but why did we do what we did?

- Branding.
- Data.
- The ever-changing Web.

Branding, Branding, Branding!



UNC

GILLINGS SCHOOL OF
GLOBAL PUBLIC HEALTH

We are part of a very powerful and recognizable brand:

The University of North Carolina at Chapel Hill.



We are also a top ranked brand within public health education.



Our Web branding recognizes that the Web has become more visual.

- Less text.
- More engaging images.
- More visual messaging.

And who is this messaging for?

- Our data say these folks:



More than 74% of our homepage visitors are prospective students.*

*Based on page visits between Jan. 1 and Dec 31, 2012

Prospective students are Web savvy.

We want to be responsive.

So we've gone vertical.

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About Students Departments Research Practice and Service Alumni Make a Gift

Search

- Site
- People
- Research

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Students 

News 

Events 

 Our mission
Centers and institutes
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Gillings in North Carolina

Gillings across the globe

 THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Gillings School of Global Public Health
170 Rosenau Hall, CB #7400 | 135 Dauer Drive | Chapel Hill, NC 27599-7400

Our prospective audience (and secondary audiences)
assumes the Vertical.



Facebook created a Web-wide paradigm shift.

The image shows a screenshot of the Facebook profile for the UNC Gillings School of Global Public Health. The profile picture is a banner with the text "Gillings School of Global Public Health" and "ERK HALL" partially visible. Below the banner, the page name "UNC Gillings School of Global Public Health" is displayed, along with 3,344 likes and 104 people talking about this. The page is categorized as "Medical & Health - College & University" with the website "www.sph.unc.edu". Navigation tabs for "About", "Photos", "Likes", "Twitter", and "Pinterest" are visible. The main content area shows a status update from 14 hours ago by Dean Rimer announcing the new Chancellor-elect, Carol Folt, with a link to a website. The update has 478 people seen it and several likes. To the right, there are sections for "Recommendations" and "Likes", listing various organizations and individuals.

UNC Gillings School of Global Public Health

3,344 likes · 104 talking about this · 606 were here

Medical & Health · College & University · Add A Category
www.sph.unc.edu

About Photos Likes Twitter Pinterest

Highlights

Status Photo / Video Offer, Event +

Share how things are going...

Boost Post Post

UNC Gillings School of Global Public Health
14 hours ago · gh

Dean Rimer on our new Chancellor-elect, Carol Folt:
<http://mondaymorning.web.unc.edu/>

Like · Comment · Share

Shel Shultz, Rajat Rana, Susie Smith and 3 others like this.

Write a comment...

478 people saw this post · Boost Post

Recommendations See All

Brittan Williams Wood
North Carolina SOPHE is currently accepting abstracts...
about 2 weeks ago

Anthony Wu
Very exciting to hear about, even more exciting if it e...
about a month ago

See More

Likes See All

American Public Health Association
Non-Profit Organization

North Carolina Institute for Public Health
Non-Profit Organization

UNC Global
Education

Association of Schools of Public Health
Organization · Education

The University of North Carolina at Chapel Hill
Education

UNC Gillings School of Global Public Health
16 hours ago · gh

Horrible news: two explosions at the finish line of the Boston Marathon. Several reported injured.
http://bostonherald.com/news_opinion/local_coverage/2013/04

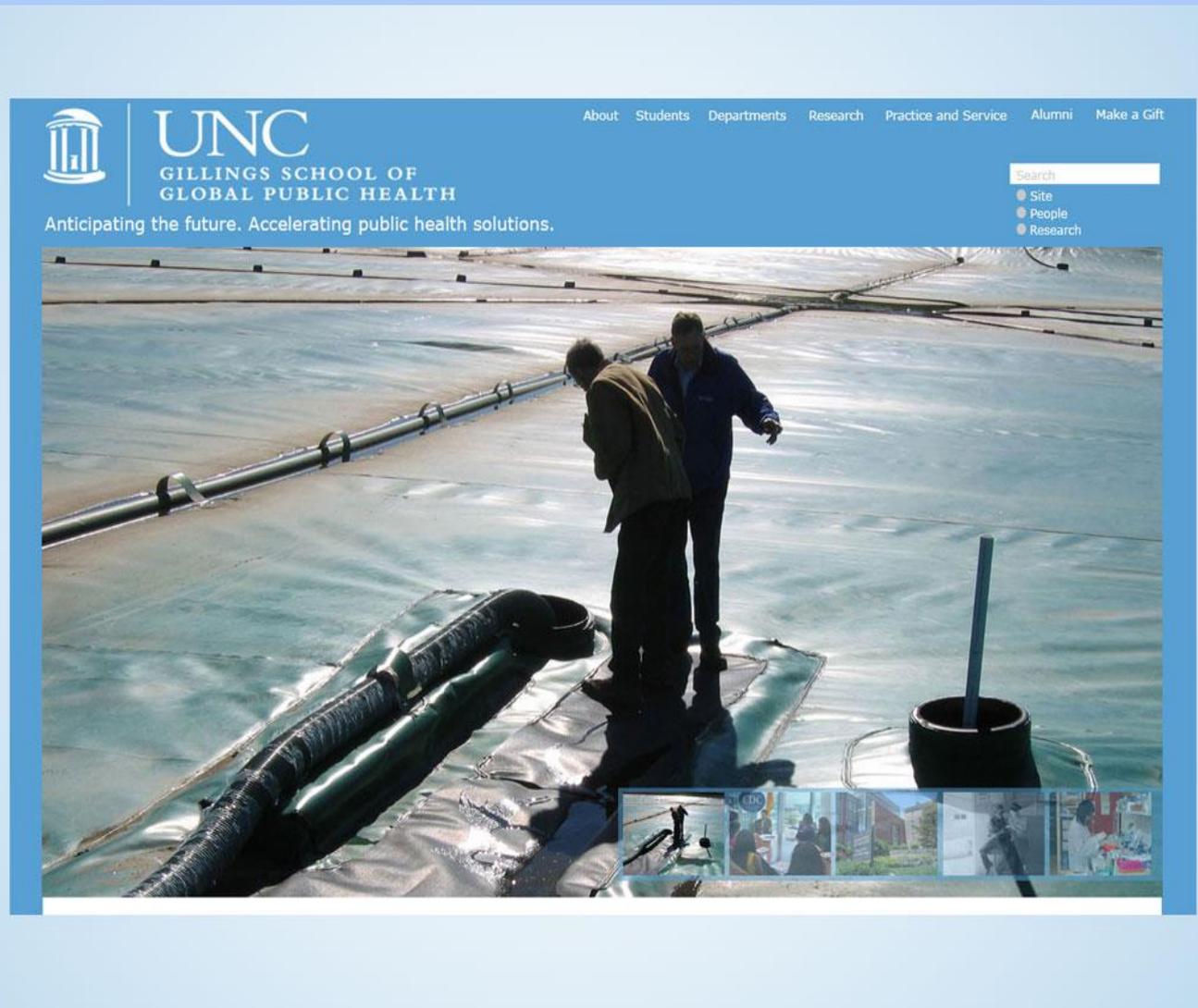
Vertical = Dynamic to our audience.

The image displays a vertical scroll of social media posts from the UNC Gillings School of Global Public Health. The posts are arranged in a column, showing various types of content:

- Post 1:** A text-based post sharing an animated graphic by CDC about obesity expansion in the US. It includes a link and a small map of the US. Engagement: 1,917 people saw this post.
- Post 2:** A photo of a large crowd at an event. Engagement: 454 people saw this post.
- Post 3:** A photo of four women at a gala event. Engagement: 3 others like this.
- Post 4:** A photo of various ice cream cones. Engagement: 3 others like this.

Each post includes a profile picture of the UNC Gillings School of Global Public Health, a timestamp, and interaction options like 'Like', 'Comment', and 'Share'. The layout is vertical, allowing for a continuous flow of diverse content.

Vertical means not everything is visible on screen all the time.



Our design embraces the vertical Web and information design.

The screenshot displays the Gillings School of Global Public Health website layout. At the top, three main navigation sections are visible: 'Students' with a photo of two smiling women, 'News' with a photo of a banner for 'Gillings School of Global Public Health' in front of 'RANKIN-BERG HALL', and 'Events' with a photo of a large outdoor gathering. Below these are three columns of links: 'Our mission' (Centers and institutes, Diversity, Financial aid, Carolina Public Health), 'Global health' (SPH2020, Resources, Contact us, Text size), and a world map labeled 'Gillings around the Globe'. A row of social media icons (Facebook, LinkedIn, Twitter, YouTube, Google+, Pinterest, and a '+ MORE' button) is positioned below the links. At the bottom, the university's logo and name 'THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL' are shown, along with contact information: 'UNC Gillings School of Global Public Health | Contact 170 Rosenau Hall, CB #7400 | 135 Dauer Drive | Chapel Hill, NC 27599-7400'.

Students

News RANKIN-BERG HALL
Gillings School of
Global Public Health

Events

Gillings in North Carolina

Our mission
Centers and institutes
Diversity
Financial aid
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Gillings around the Globe

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Which brings us back to target audiences and data.



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About Students Departments Research Practice and Service Alumni Make a Gift

- Site
- People
- Research

Anticipating the future. Accelerating public health solutions.

Home>Environmental Sciences and Engineering

Environmental Sciences and Engineering



This is the department description area. This should take no more than three to four lines. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud. [Read more.](#)

- Link option #1
- Link option #2
- Link option #3
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- Link option #5
- Link option #6
- Link option #7
- Link option #8
- Link option #9
- Link option #10
- Link option #11
- Link option #12



This is an area for events, news, research or any kind of information the department would like to use. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore. [Read more.](#)

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919-966-1171



Data informed our design.

“Buttons” equal five most often clicked areas.

The screenshot shows a website layout for 'Environmental Sciences and Engineering'. A red vertical bar highlights a column of navigation buttons on the left side of the page. The buttons are labeled: 'Apply', 'Students', 'Degrees', 'Research', 'Courses', 'Faculty and staff', and 'Contact us'. The main content area on the right features a large header image of two people on a boat, followed by a department description area with placeholder text and a 'Read more' link. Below this is a list of 11 'Link option' buttons, and at the bottom right, there is an area for events and news with another placeholder text block.

GLOBAL PUBLIC HEALTH
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Apply

Students

Degrees

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Courses

Faculty and staff

Contact us

Environmental Sciences and Engineering

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This is an area for events, news, search or any kind of information department would like to use. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

These features continue vertical themes and provide ways to keep content fresh.



Contact us

ences and Engineering

Melanie Sumner Smith
anager: Jack Whaley

uer Drive
Hall, CB #7431
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Link option #12



This is an area for events, news, re-
search or any kind of information the
department would like to use. Lorem
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Launch department pages and create interior pages.



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Search

- Site
- People
- Research

Superfund Research Program



- Home
- About
- People
- Biomedical research
- Non-biomedical research
- Research support
- Administrative translation
- Research translation
- Publications
- Resrouces
- News
- Links

Contact us
Superfund Research Program
Research Associate: Tracy Slaughter
Environmental Coordinator: Sarah Yelton

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Sharpen, clean-up and, in some cases, delete copy to make it more web friendly.

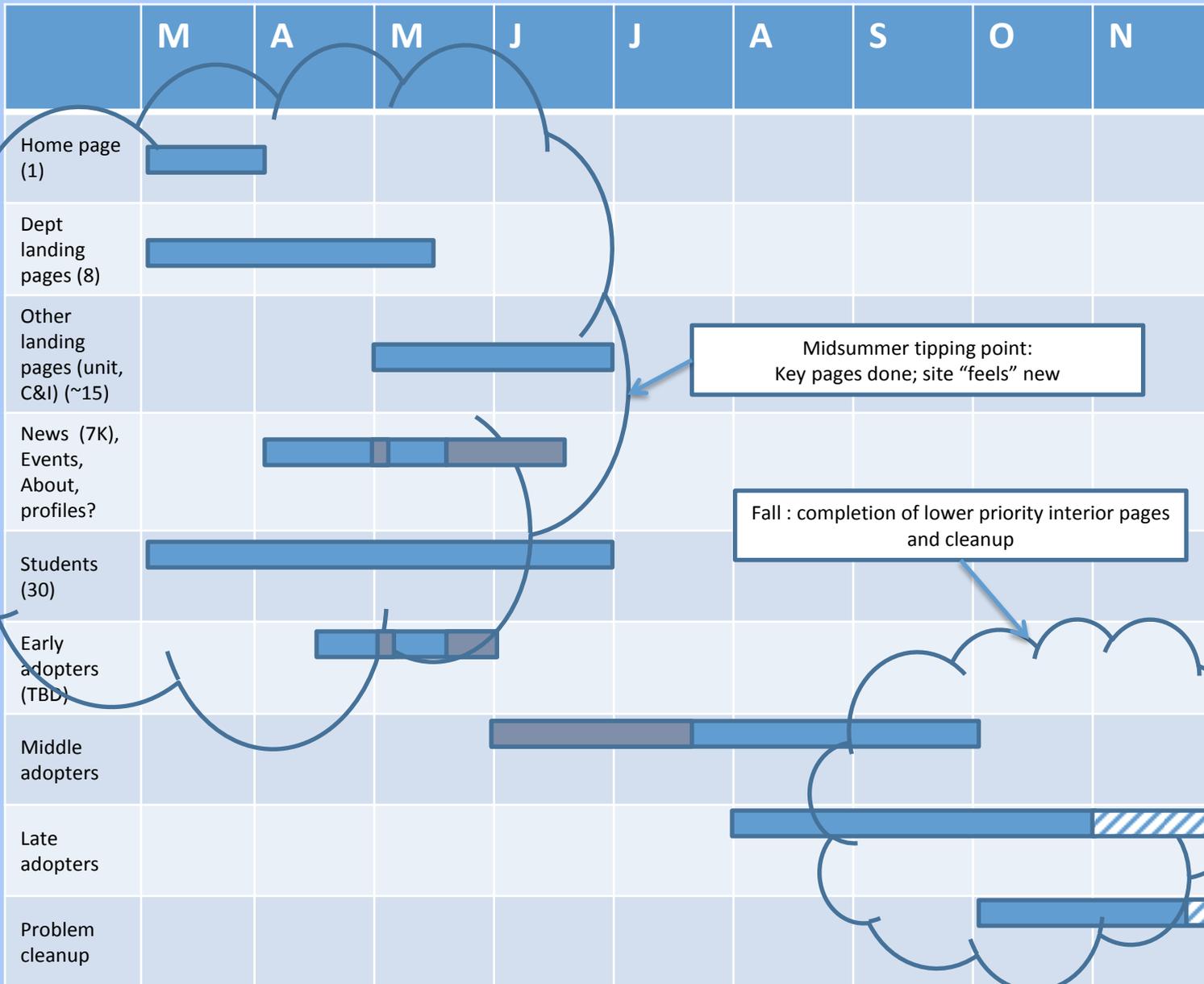
ok ok so this could take a while especially if i make mistakes on the first line like that but it doesn't matter because no one is reading this background so i can make as many mistakes as i want. actually there are probably a few people reading this and i quite like people like that it makes me happy actually lots of things make me happy like the fact that for five rows there's been a space that lined up perfectly aw crap i had to ruin it i quite liked that while it was alive oh well i'll probably still survive woah i haven't used a full stop in a while hmm i'll go without anyway like i was saying lots of weird things make me happy like today actually it was last week i was on a bus and i saw two people walk past each other and as soon as they had passed each other one stopped and stared at the other as if they remembered them sort of but didn't want to embarrass them by asking found that made me really happy just seeing that happen i don't know why maybe i'm wired up wrong i think anyway it might explain a couple of things like the fact i'm spending stupid amounts of time on a stupid typewriter just so i can use it for something else i should probably go to bed at some point but i don't really want to fuck shit wank i need to get up early tomorrow and that's not fun i was hoping for a little in ah well won't be the best thing i can still have rice crispies wait its rice krispies or some retarded name so because its some crappy diet version that tastes like soggy kinda lumpy cardboard you have to load a pancreas worth of sugar to eat it i think i'll have toast instead oh god this is my favourite song its that gorillaz song with the stupid name wait this is that crap version anyway yeah sorry for the mistakes if you're one of those people that cares its not my fault too much i've got a french typewriter and all the letters are in the wrong place and it confuses me so i have to type kinda slow which is not too fun but i still prefer it to keyboards that feel not weighty enough if that makes any sense i don't think it does but oh well who is actually paying attention to this i doubt it's a lot of people because i've been saying boring things from the start but i don't mind its quite nice just rambling its kinda theraputic even if i can't spell it i think it has another e somewhere but i don't have a clue jesus its cold i thought it was meant to be getting warm again by this time i'm freezing my nipples off and i don't appreciate it give me summer back please that would be nice you could actually go outside without a bazillion layers on aw i miss that and having picnics was awesome too i used to have them all the time now its just going to someone else's house to complain about rain or some other shit thing oh yeah i should say goodbye x

Zappa blamma

Very briefly, effective Web writing is:

- Clear & concise.
- Active voice.
- Present tense.
- Mindful of “information design.”

Website Migration Timeline



Steps:

In Joomla:

1. REVIEW
2. CLEAN (rewrite, delete)

In WordPress:

3. MIGRATE
4. QA

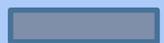
MIGRATION:

Manual (copy & paste)



Or

Automated



Midsummer tipping point:
Key pages done; site "feels" new

Fall : completion of lower priority interior pages and cleanup

Likely to extend
Into early 2014

Branding, Branding, Branding!

- No matter what your department, center, unit or initiative, if you are part of Gillings, which is part of UNC at Chapel Hill, users should know at a glance.



Copy and images also brand your pages to your users (and your peers).

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Site People Research

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Contact us
Environmental Sciences and Engineering
Assistant to Chair: [Melanie Summer Smith](#)
Student Services Manager: [Jack Whaley](#)

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And if there was any question, this look is now retired.



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Avenir Font

Subhead

Questions?



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