Gillings Web “New.0”

The new web environment for the Gillings School of Global Public Health
Perhaps you’ve noticed a change.
It looks nice, but why did we do what we did?
• Branding.

• Data.

• The ever-changing Web.
Branding, Branding, Branding!

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.
Our prospective audience (and secondary audiences) assumes the Vertical.
Facebook created a Web-wide paradigm shift.
Vertical = Dynamic to our audience.
Vertical means not everything is visible on screen all the time.
Our design embraces the vertical Web and information design.
Which brings us back to target audiences and data.
Data informed our design. 

“Buttons” equal five most often clicked areas.
These features continue vertical themes and provide ways to keep content fresh.
What’s next?
Launch department pages and create interior pages.
Sharpen, clean-up and, in some cases, delete copy to make it more web friendly.

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 because I'm happy actually a lot of things make me happy like the fact that for five years there's been a spot that lined up perfectly and I had to ruin it. I quite liked that while it was alive, well it'll probably still survive. Oh, I haven't used a full stop in a while; but I'll go without anyway, like I was saying lots of weird things make me happy like today actually. It was last week when I was on the 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 did they did not tell each other why. That made me really happy. Just seeing that happen. I don't know why maybe it's wired up wrong but 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. I'm not even really going to get up early tomorrow and that. I was hoping for a lie in, ah well it won't be that bad. There's a couple of interesting things I can still have. Rice crispies wait its ripeness or some retarded name or because its some crappy dish version that tastes like soggy kinda lumpy cardboard. You have to load a pan of sugar to eat it. Oh, god this is my favourite cereal and gorillas song with the stupid name wait. It's that crap version anyway. Yeah, sorry for the mistakes. I'm one of those people that cares its not my fault. Too much I've got a frigging 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. I'm actually paying attention to this. I don't it's a lot of people because I've been meaning boring things from the start but I don't mind its quite nice just rambling its kinda therapeutic even if I can't spell it. I think it has another somewhere but I don't have a clue. Jesus it's 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. It gives me chills back please it but would be nice you could actually go outside without a billion layers on as I miss that and having picnics and being awesome. Too I used to have them all the time now it's just going to someone else's house to complain about rain. I hope the other shit thing. Oh yeah I should say goodbye y
Very briefly, effective Web writing is:

• Clear & concise.

• Active voice.

• Present tense.

• Mindful of “information design.”
# Website Migration Timeline

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**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).
And if there was any question, this look is now retired.
Questions?