

STP for COM Journalism sub-site

Situation:

The Department of Communication offers a concentration in journalism at the undergraduate level. Currently, there is a one-page description of the program. Journalism faculty would like to develop a more robust web presence.

Target:

To develop a stand-alone or sub-site for the undergraduate journalism program at the University of Washington. The site will serve as a marketing tool for the program and specific opportunities, such as the Olympia internship. It will also serve as an information source for current students and faculty and reflect the excellence of the program by showcasing student talent and initiative.

Proposal:

Specifically, the Winter Quarter team will practice principles of project management while developing a requirements and functional specification document; exercise analytical skills and judgment while conducting competitive analyses of competing web sites; identify and prioritize audiences; and learn about web technologies. The team will develop personas and wireframes. The team may also develop graphical design concepts.