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## **Project Overview**

Mission College Distance Learning Institute (MCDLI) is a department of Mission College that in charge of instructional design, instructional media service and distance learning website design, manage and maintenance. The original MCDLI website is a simple website that offers basic functions to users including students and faculty, but may improved to be a more convenience, consistency with the college website. Thus, the main purpose of the project is to reconstruct the MCDLI website to have a more logical and organized structure, and creates a new prototype of layout.

The distance learning courses of Mission College are including online courses and telecourses (delivered by TV). MCDLI website should offer enough user information for all current and potential users. The definition of users and user information will be described later.

## Instructional Models Description

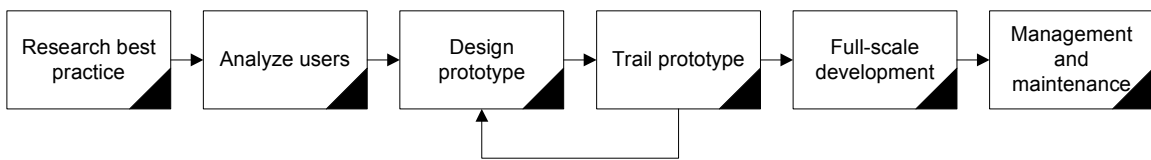
The major instructional model that followed by the project team is Allison Rossett's

ADDIE model:



*ADDIE model (Allison Rossett, 1987)*

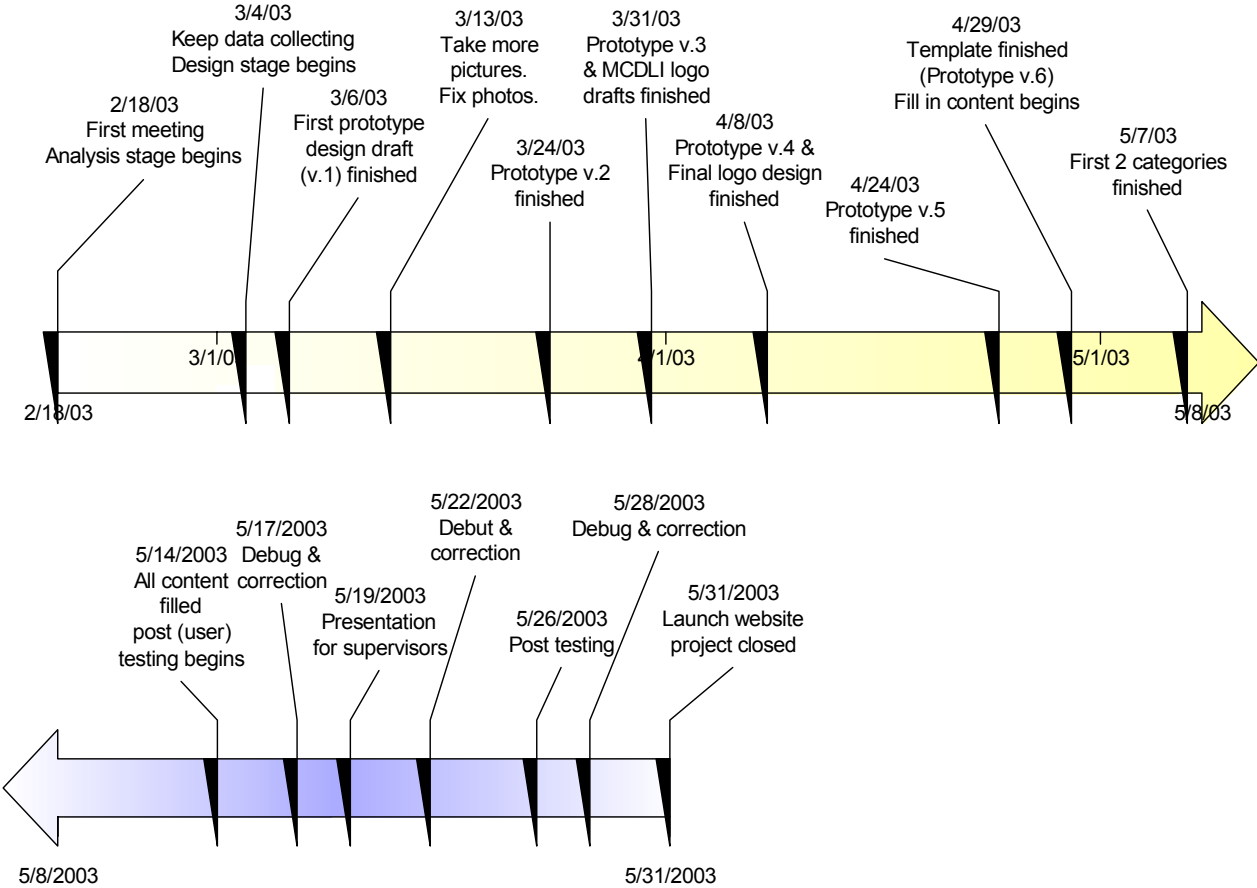
ADDIE model is a linear model that is good for a simple website redesign project with time limitation. There are five stages in ADDIE model: Analysis, Design, Development, Implement and Evaluation. Since the draft of the website would be revise during the Design and Development stages, the project also use the University of Queensland model as a reference:



*University of Queensland model (University of Queensland, 1999)*

University of Queensland model is also a linear model that was developed for website development. The first two stages (Research best practice and Analyze users) are very similar to the first stage (Analysis) of ADDIE model. On the contrast, this model stresses the importance of trail and revises at the third and fourth stages. The revise concept is really useful for this project, since all drafts of design have to be discussed and approved by project supervisors before further development. In addition, the last stage of University of Queensland model also point out the concepts of management and maintenance, that makes the administrative level of MCDLI website have a clear guideline for further revise and maintenance jobs.

# Project Timeline



*Yellow line: timeline to date    Blue line: planned timeline*

## **Stage I: Analysis**

### **Objective and goal**

The goal and objective of the website redesign project including:

- Reorganize the structure of the website to make the site more logical for users.
- Give users more guidance of website using and online courses taking.
- Redesign webpage layouts to develop a website with a clear, sophistic look, attractive colors and graphics to let users may use the site easily and pleasantly.
- Keep consistency with the Mission College school website.

### **Users**

The target users of MCDLI website are

- Potential students of Mission College who may interest to distance-learning courses.
- Current students of Mission College who are taking/will or may take distance-learning courses
- Faculty and staffs of Mission College.
- All target users listed above are expected to have basic skills of using computer and browsing Internet.

## **Limitations**

There are some limitations to this project:

- Time limitation: due to the school reorganization, steps of Analysis, Design and major works of Development shall be finished before May, 2003; the Implement and Evaluation jobs will transfer to the school webmaster.
- Technology limitation: all website redesign works shall be finished on current equipment of MCDLI that includes Personal Computer (PC) or Apple Macintosh computer with Macromedia Dreamweaver, Fireworks and/or Adobe Photoshop software.

## **Subject content**

The subject contents of MCDLI website are:

- Introduction of MCDLI.
- General information about distance learning.
- Distance learning course schedules.
- How to register the course and admission related information.
- System requirement for online and telecourses.



- Introduction, guidance and tutorial for Blackboard online course system. (Different pages for students and faculty)
- Frequently asked questions and help form.
- Contact information.

### **Data collecting**

All content information is from sources below:

- Current MCDLI website and Mission College website.
- Brochure and trifold of MCDLI.
- Other reference documents from Instructional Design Supervisor.

All designing references are from sources below:

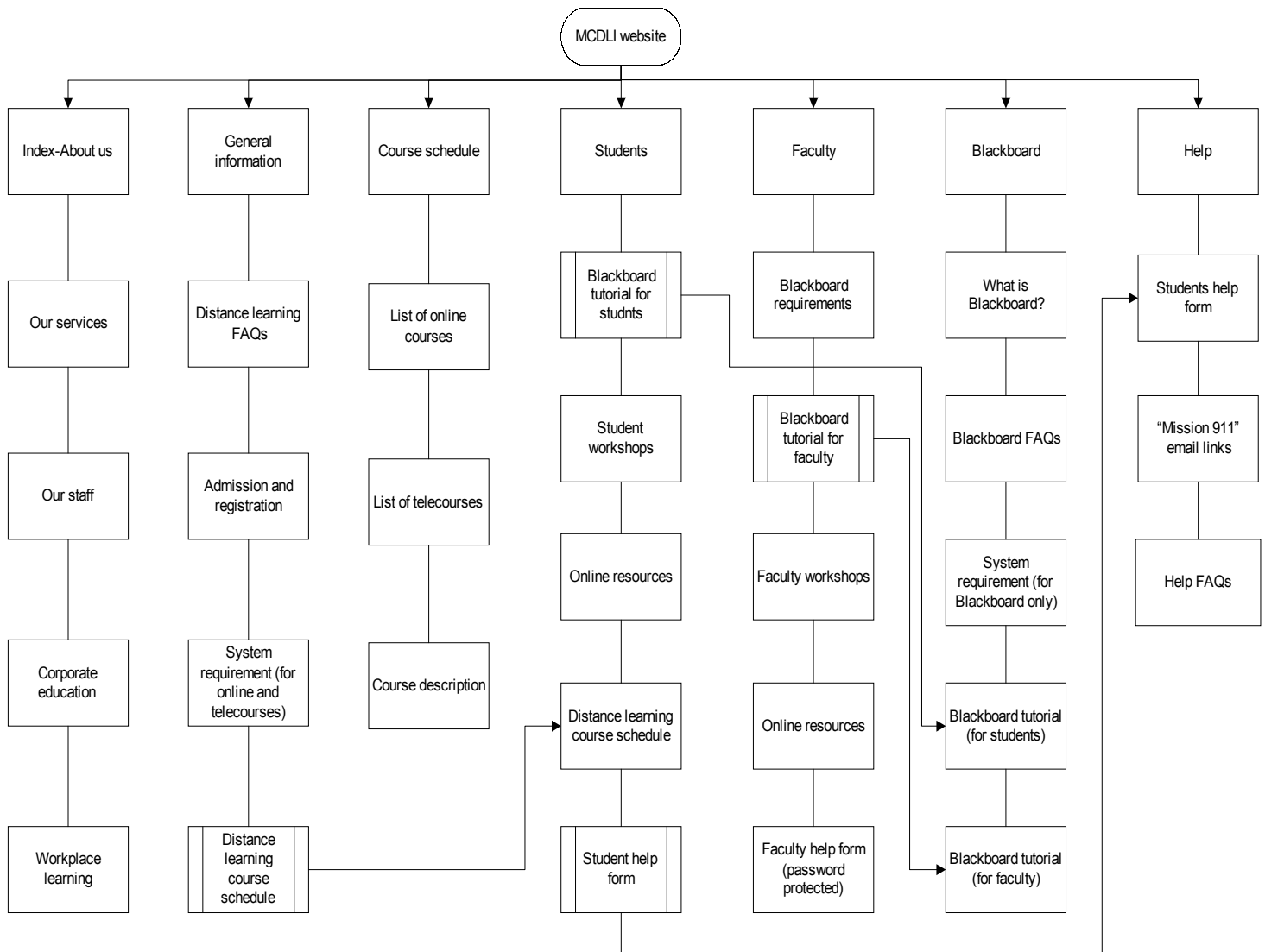
- Current MCDLI website and Mission College website.
- Other similar websites (most are from other City College websites of Bay Area, for reference only).

All photographs were taken by the MCDLI instructional designers.

## Stage II: Design

### Site map

There were several versions of site maps be developed, discussed and revised. The final version site map is the Version 6 that revised on April 29.



Note:

1. There are seven categories in MCDLI website. The name of each category is shown on the top box of each line (category).
2. Each web page (box) may link to other web pages under the same category by local navigator.
3. Each web page may link to main pages of other categories through universal navigator.
4. Some web pages may be shared for different categories use. Example: the Distance learning course schedule page under General information category is the same as the one under Students category.

## Prototype

The major job of this stage is to develop a prototype that may be used in all web pages.

The prototype work including two parts: graphic design and template development.

### Page settings

An instructional web designer should consider about most user's needs. The width of MCDLI web pages is 640 pixels that may fit most monitors and browsers. The content on each page will not longer than 1 ½ page. Such settings may let users do not have to scroll up and down/left and right to save their time and attract their attention.

### Graphic design

The guideline of graphic design is Robin Williams's Four Elements of Design:

Proximity, Repetition, Alignment and Contrast.

Proximity	Group related items close to one another to create cohesive groups.
Alignment	Consistent alignment of texts and elements on a page.
Repetition	Repetition of some aspects of the design throughout the page.
Contrast	High contrast--elements on a page look different to create hierarchy and add depth.

### ***A. Colors***

Since the new MCDLI website is still understand the Mission College school website, the colors used in MCDLI website shall be consistent to the Mission College website. Thus, the designer decided to use blue (the school color) and orange (the complementary color of blue) as major elements of all designs.

### ***B. Banner***

The first design for the new MCDLI website is the banner. After trying several different designs, the project team decided to use a banner with simple text “Distance Learning Institute” to make the website a clear and sophisticate look.



*A sample of banner drafts*

# **Distance Learning Institute**

*Final banner design*

***C. MCDLI logo***

There was no logo for MCDLI before this redesign project began. The project group decided to design a new logo after the first two drafts of prototype had finished.



*Draft logos (far above) and final version logo design (above)*

The blue “mc” is the initial of Mission College; the orange “dli” means “Distance Learning Institute. The low-key, non-serif letters design brings a young, energetic and hi-tech feeling, and the combination of the letters looks like a student sit on a chair with a book- a symbol of study and learning. The globe background means that distance learning is an infinite learning method that may spread knowledge to

worldwide. The usage of complementary color and shadow may strength the contrast and add depth of the image.

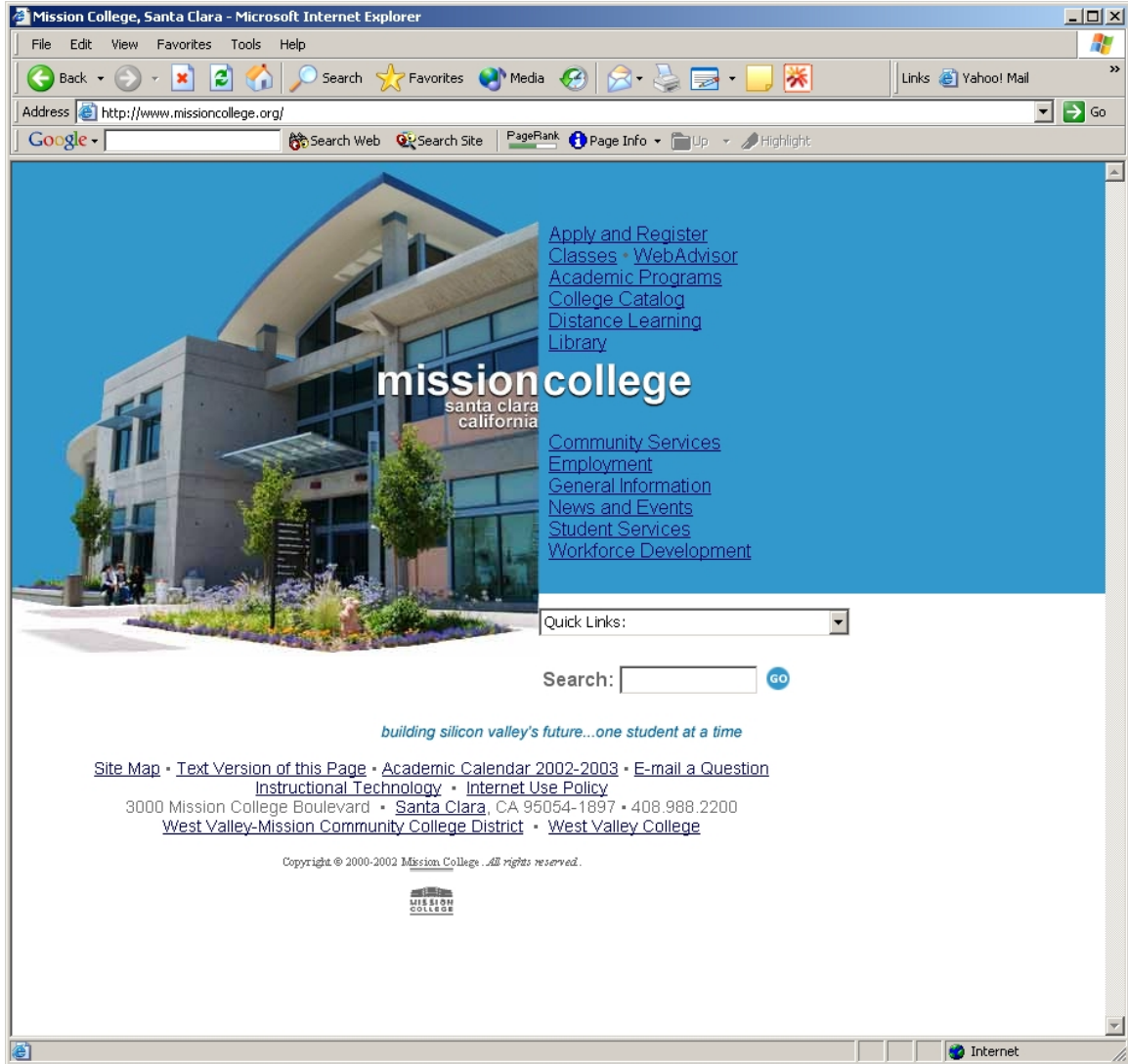
### **Template**

The template (prototype version 6) of MCDLI website was finished at April 29.

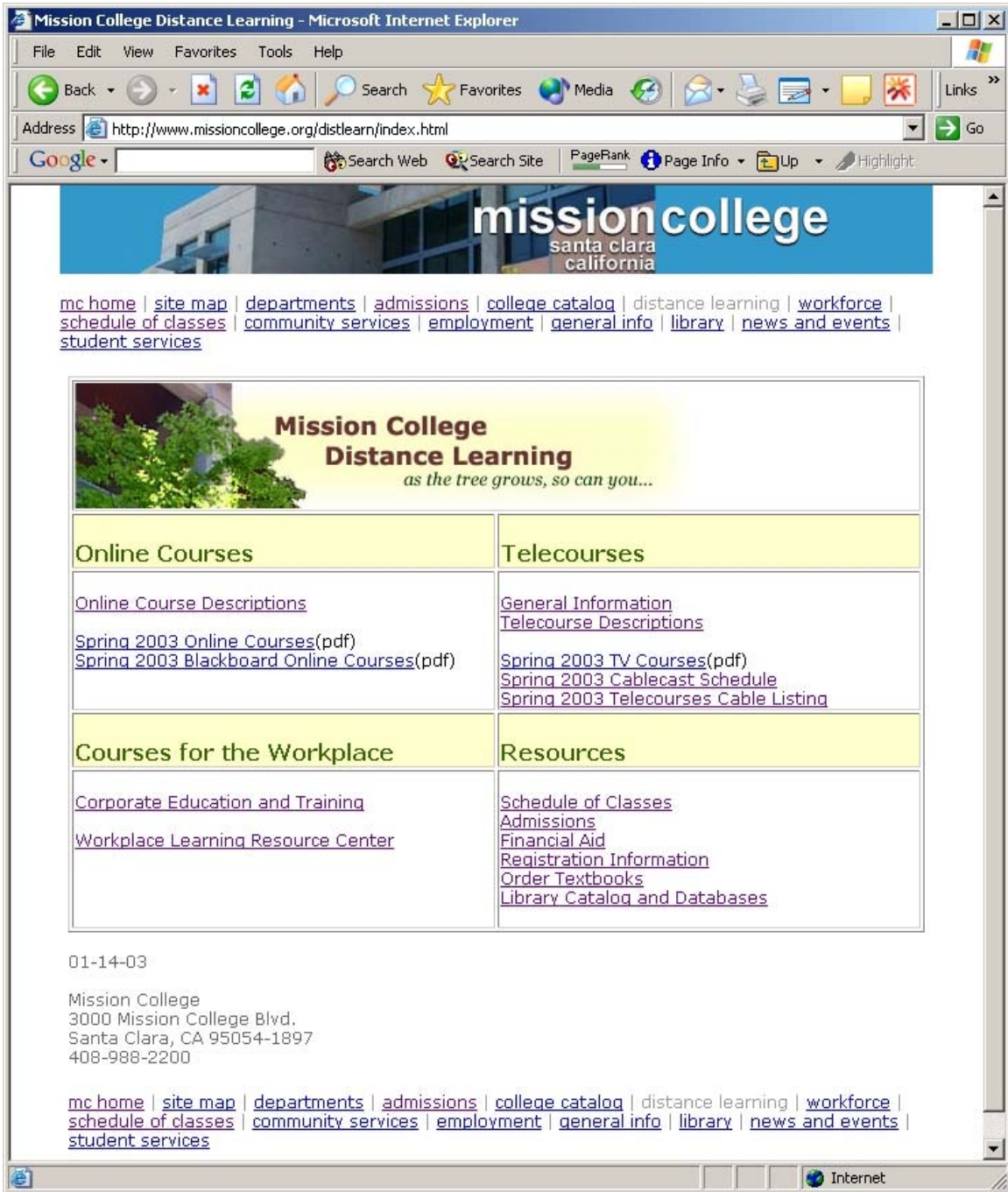
The index page of MCDLI website added a school banner and universal navigator on the top of the page to fit the requirement of the Mission College website guidance.

There are no school banner and universal navigator on top for other MCDLI web pages.

*Prototype/ template samples*



*Current Mission College homepage*

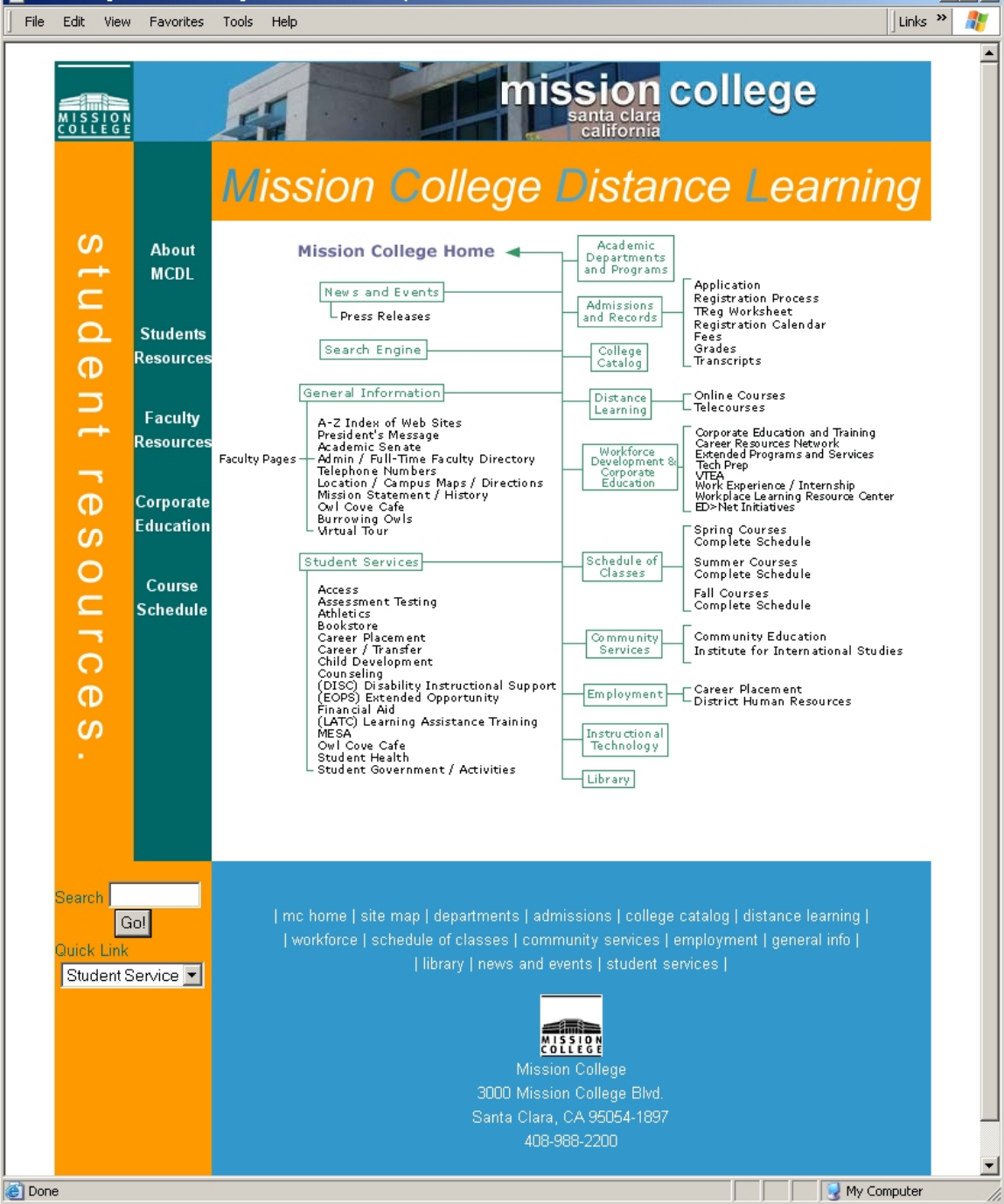


Current MCDLI homepage

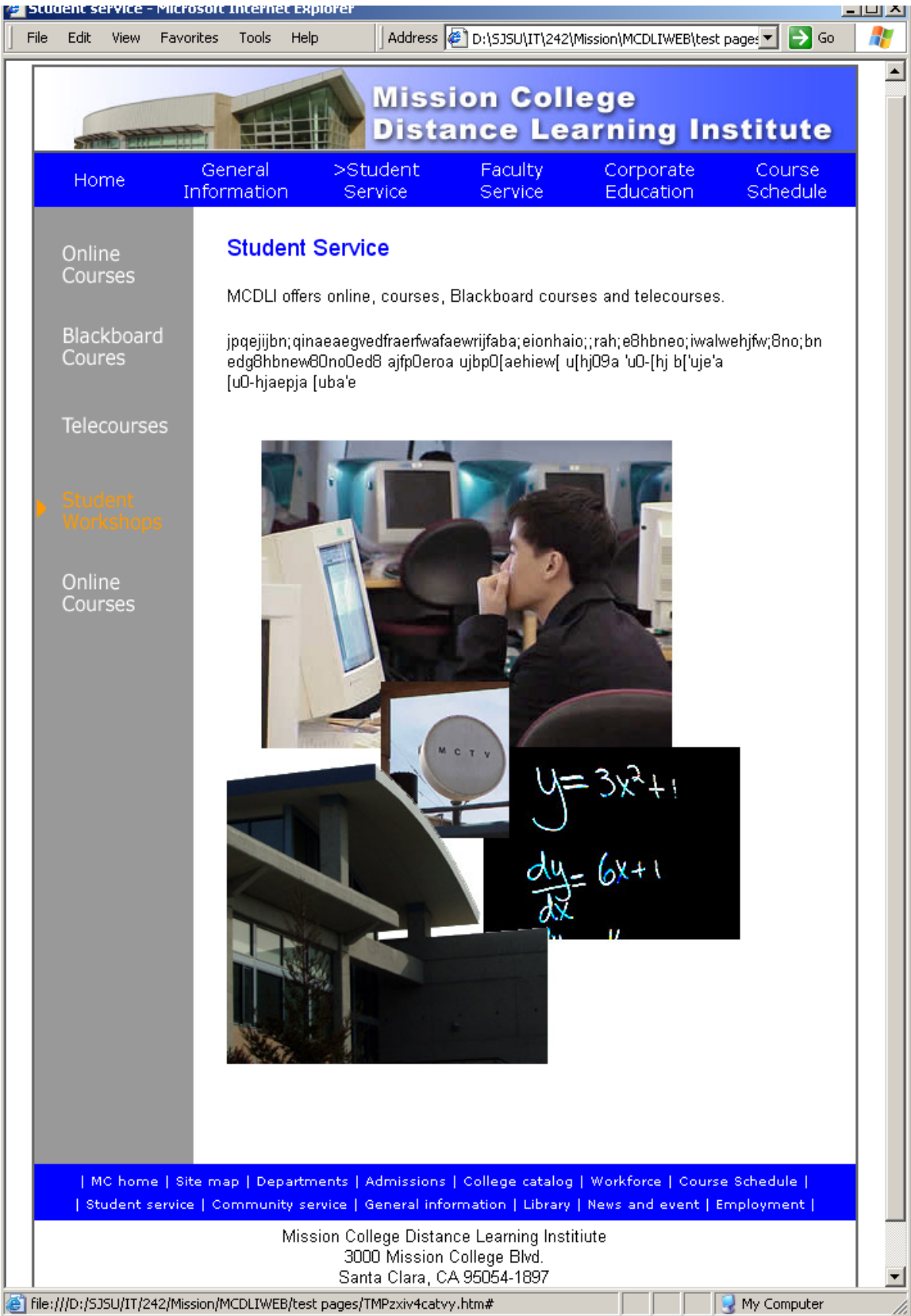




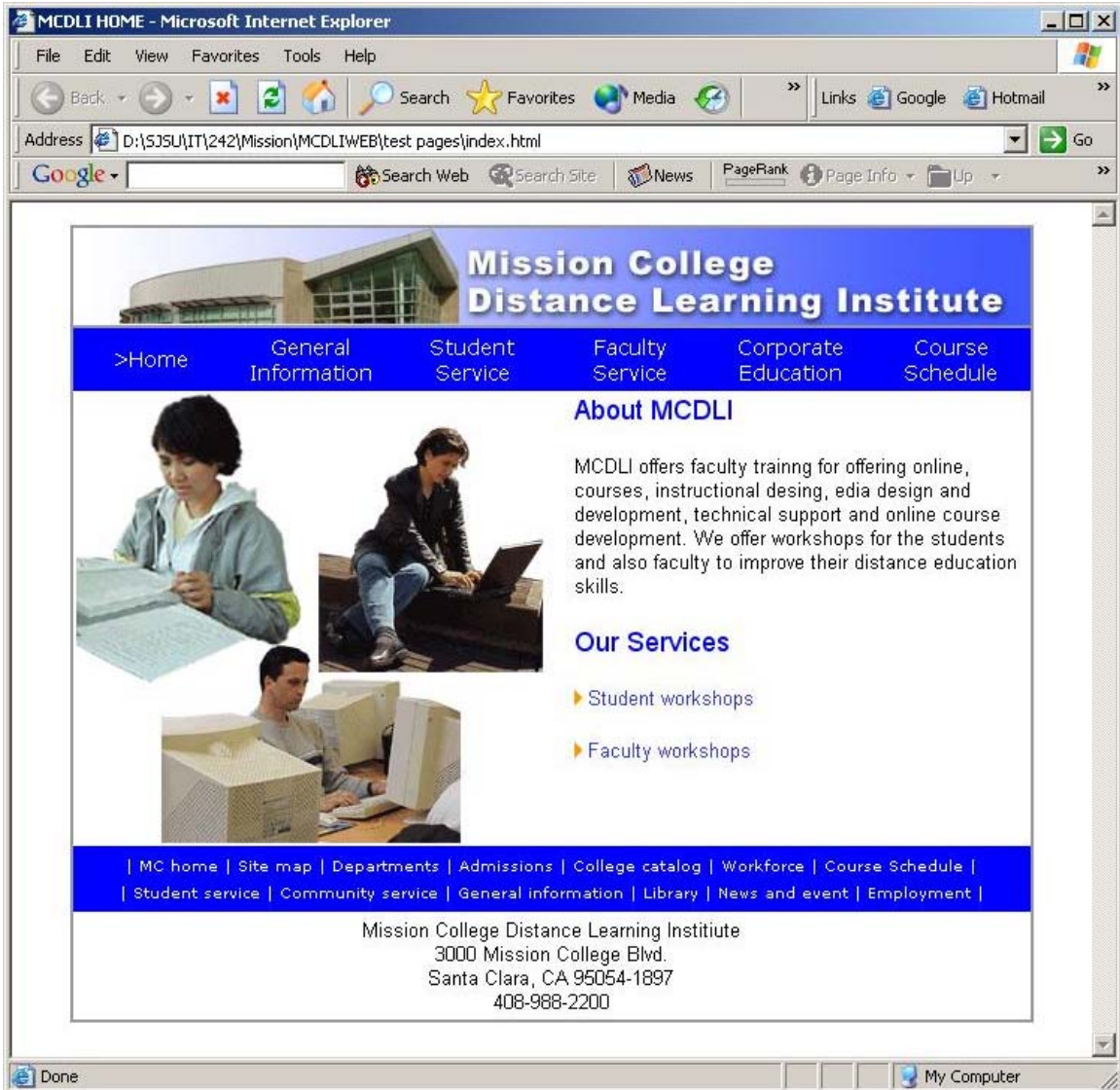
Prototype draft with school logo and banner



Prototype draft with school logo and banner (2)

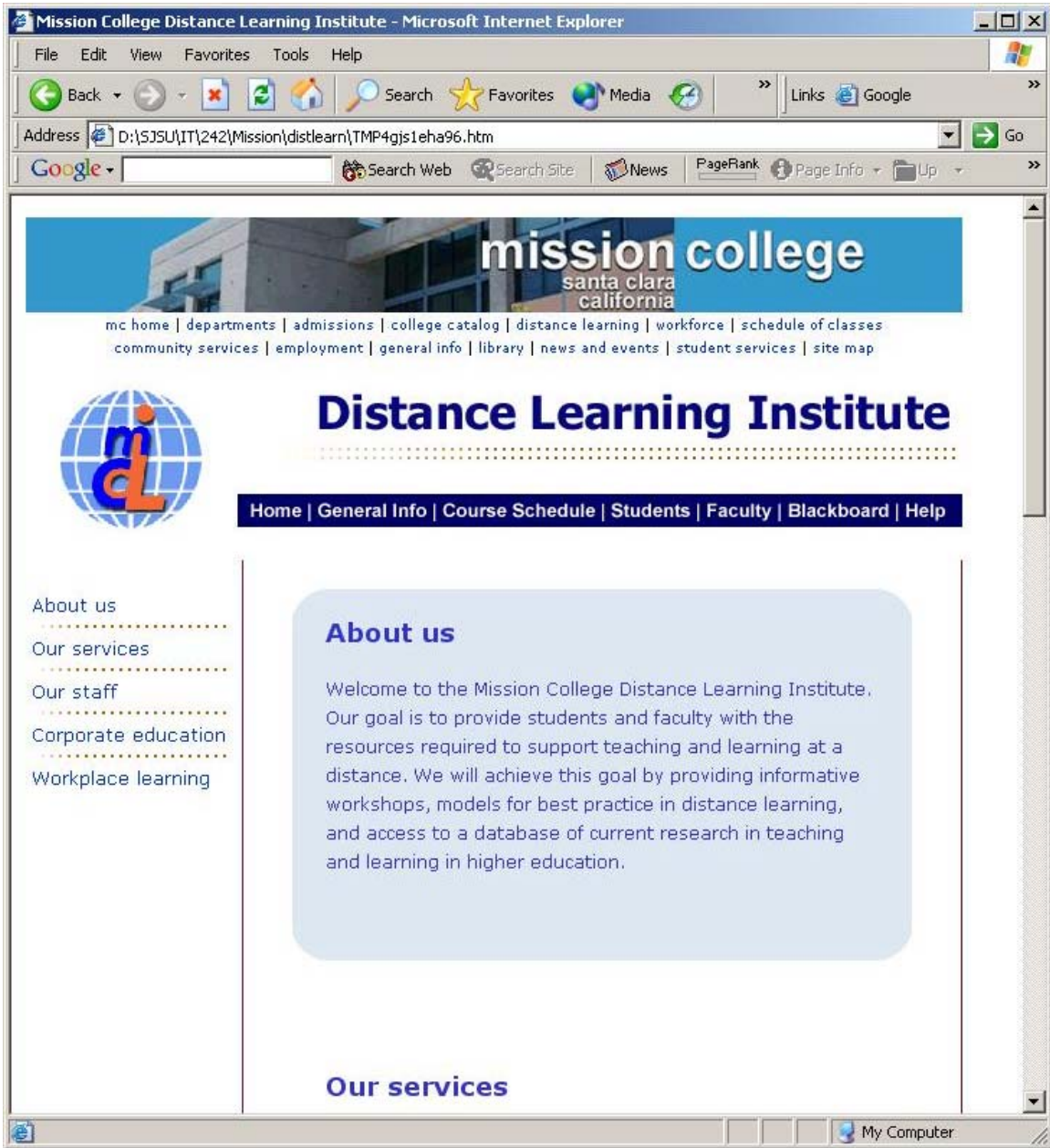


Prototype draft with a MCDLI banner that consistent to school banner

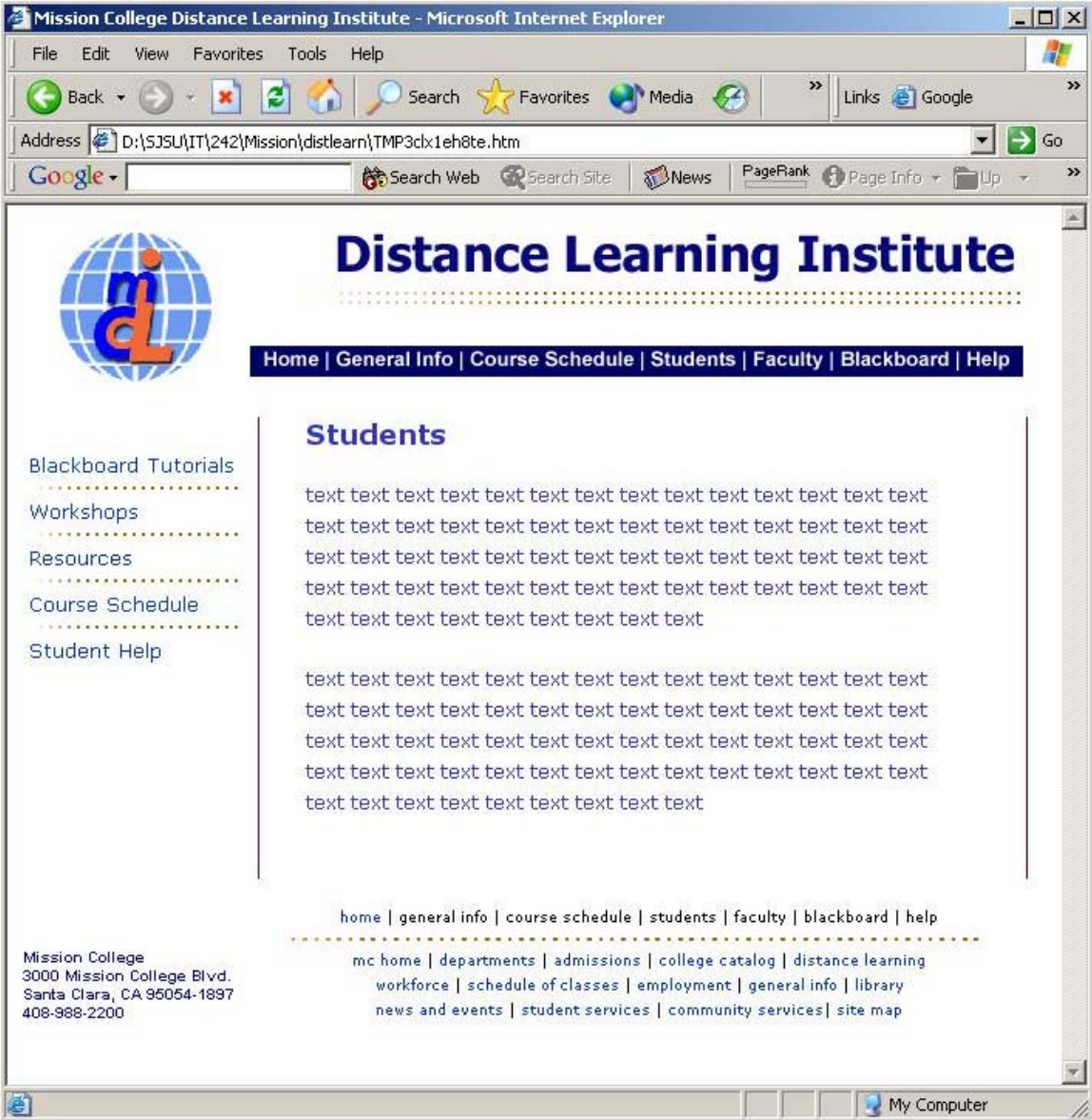


*Prototype draft without left vertical navigator bar*





*Final prototype template for MCDLI index (home) page with the school banner and a top universal navigator.*



Final prototype template without school banner and universal navigator

## **Stage III: Development**

### **Obstacles**

The most difficulty of development is time and skill. Most time of this project has spent for design job, and the group members also need time to learn and try new skills, since all members of the group are not well-skilled web designers.

Some of scheduled jobs could not be finished on time, because there are still other projects that have also to be finished during this period; in addition, the school reorganize plan will impact future implement and evaluation, due to the budget and employee be cut off.

### **Alpha and Beta testing**

The website will be tested before launch by people listed below:

- Web designer and project supervisor.
- Students and interns of Mission College.
- The webmaster.

## **Stage IV: Implement**

### **FTP server**

Each of the redesigned web pages will be assigned a specific filename and be uploaded to FTP server. The upload and maintenance will transfer to the school webmaster.

### **Users**

#### **Students**

All students will be allowed to use most parts of the MCDLI website to have information about distance learning courses. For online courses that use Blackboard system, only enrolled students may get the password to enter the Blackboard area.

All Mission College students may use the student help form to ask questions to MCDLI staff.



## **Faculty**

All Mission College faculties will be given a password that may be used to enter restricted area such as Blackboard system. Faculty who hold an online course may master a space for his or her online course use. MCDLI staffs may offer technical support and training if needed.

## **Stage V: Evaluation**

### **Web statistics**

The webmaster will use statistic software to count the visit rate of each page to compile statistics for future revise reference.

### **User surveys**

MCDLI will conduct user surveys that will include issues below:

#### **Students**

- Frequency of using MCDLI website.
- Percentage of taking online courses.
- Satisfaction of MCDLI website.
- Frequently met problems.
- Recommendations.

## **Faculty**

- Frequency of using MCDLI website.
- Percentage of teaching/ interested in teaching online courses.
- Satisfaction of MCDLI website.
- Frequently met problems.
- Recommendations.