

SIAT Web Site Brief

Client: Mr. Andrew Drinkwater, Communications and Marketing Coordinator, School of Interactive Arts and Technology, SFU Surrey.

Project: SIAT Web Site Redevelopment

Evaluation Method: Heuristic Evaluation

SIAT Website Goals

1. Successfully convey what kind of research school SIAT is; what the students, professors and community are like; and what the campus, labs, and resources are like.
2. Provide users with clearly written and accessible information as well as visual cues about our school so they can easily identify the traits that differentiate SIAT from other schools.
3. Provide users with clearly written and accessible information about our degree programs so they can quickly identify the types of programs that will interest them, the associated degree requirements, the admissions information, and the kinds of projects and courses involved.
4. Ensure visitors are able to easily identify the types of research being done at SIAT and who they can contact in each area.
5. Ensure users can easily find faculty, their biography information, links to their research, and their contact information.
6. Provide an interface which encourages faculty, students and staff in the community to contribute content to the website (submit projects and publications to be displayed, edit their profile pages, post jobs, news, notices), and make it easy to find common resources.
7. Have a web presence that's lively, rich with visuals and frequently updated with current information and events.
8. Have an easy to use website that provides effective cues to your location at all times, provides appropriate feedback to the user, has minimal errors, and is organized in a way that visitors can intuitively navigate through the site. Provide a site that people want to come back to.
9. Increase the number of people finding our website via keyword searches.

Expected Typical and Critical Tasks

1. Describe what kind of school SIAT is. List 2 characteristics of SIAT.
2. Outline what concentrations undergraduate students can study in SIAT, and what degree options are available to them.
3. Outline which Graduate degree programs are offered in SIAT, and how to apply.
4. Supply a list of faculty who supervise graduate students.
5. You met Bernhard Riecke at a conference in Germany last semester. You are interested in doing your masters degree at SIAT and you want to find out if he will supervise you. Find his contact information, supply a list of 3 research areas Prof. Riecke is interested in, and list 1 project he has done in the past.
6. Provide a list of the key research areas in SIAT, and list 2 sample faculty research projects that are currently in progress.
7. You are looking for a job. Find a game programmer job that has been posted within the last 3 months and advise which company is hiring, how to apply for the job, and when the deadline is/or was.
8. You are an undergraduate student and you want to do a directed studies course – find the Directed Studies Application Form on the SIAT website.
9. Find the course outline for IAT 380: Sound Design and outline the course objectives.
10. You are interested in taking a photography course. Find the course outline and list the pre-requisites for the course.
11. Describe the kinds of undergrad projects students are doing, including a list of subject areas.
12. You want to do a co-op semester to gain some work experience. Provide a list of 4 companies SIAT students regularly get positions with.
13. You are about to graduate. Find out what other alumni are doing, and advise how to connect with other alumni.
14. Post a job on the SIAT website.

15. Find the undergraduate advising hours. Where are they located?

SFU Brand Constraints

All SFU websites must meet the SFU brand standards – [view standards manual at www.sfu.ca/clf](#) or www.siat.sfu.ca/docs/SFU_Online_Standards.pdf.zip

SIAT has some flexibility to modify the standard SFU template in order to integrate our own brand and unique flavour. However, we are still constrained by most SFU brand requirements, and so we must integrate the different genres as best we can.

Constraints:

1. The red SFU banner must be used
2. The SFU footer must be used
3. The SFU Identity must always be forefront – SIAT's visual identity cannot overshadow the SFU identity (for example, our logo cannot be bolder, larger or more prominent than the SFU logo & our colour choices cannot compete with the SFU colours)

SIAT Brand Constraints

SIAT implemented a new brand identity in 2007. The process included exploration to gain a better understanding of our community and research, defining ourselves through our language choices, and developing a new visual platform including logo, colour palette and visual standards. The SIAT website must meet the identity standards.

View SIAT Brand Identity Manual at http://www.siat.sfu.ca/docs/siat_IDmanual.pdf.zip

Live Site

<http://www.siat.sfu.ca>

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