# FIDM Majors

## Individual Major Section Drilldown

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This document will describe the user experience of navigating through the Majors Section on FIDM.edu. This is the most important section of the entire site; it has gotten the most traffic in our reports and will likely continue to do so. We should consider this the main place to "sell" users on the value of a FIDM education. We will drill down through the user scenario of visiting the majors section landing page, then drilling down into a specific major's landing page, then exploring one of the sub-pages within that major. The goal is to communicate clearly and quickly the essence of each major and the kinds of careers a student can have with training in that particular major. As a result, the user will complete and submit the lead form.

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# 1. Pages

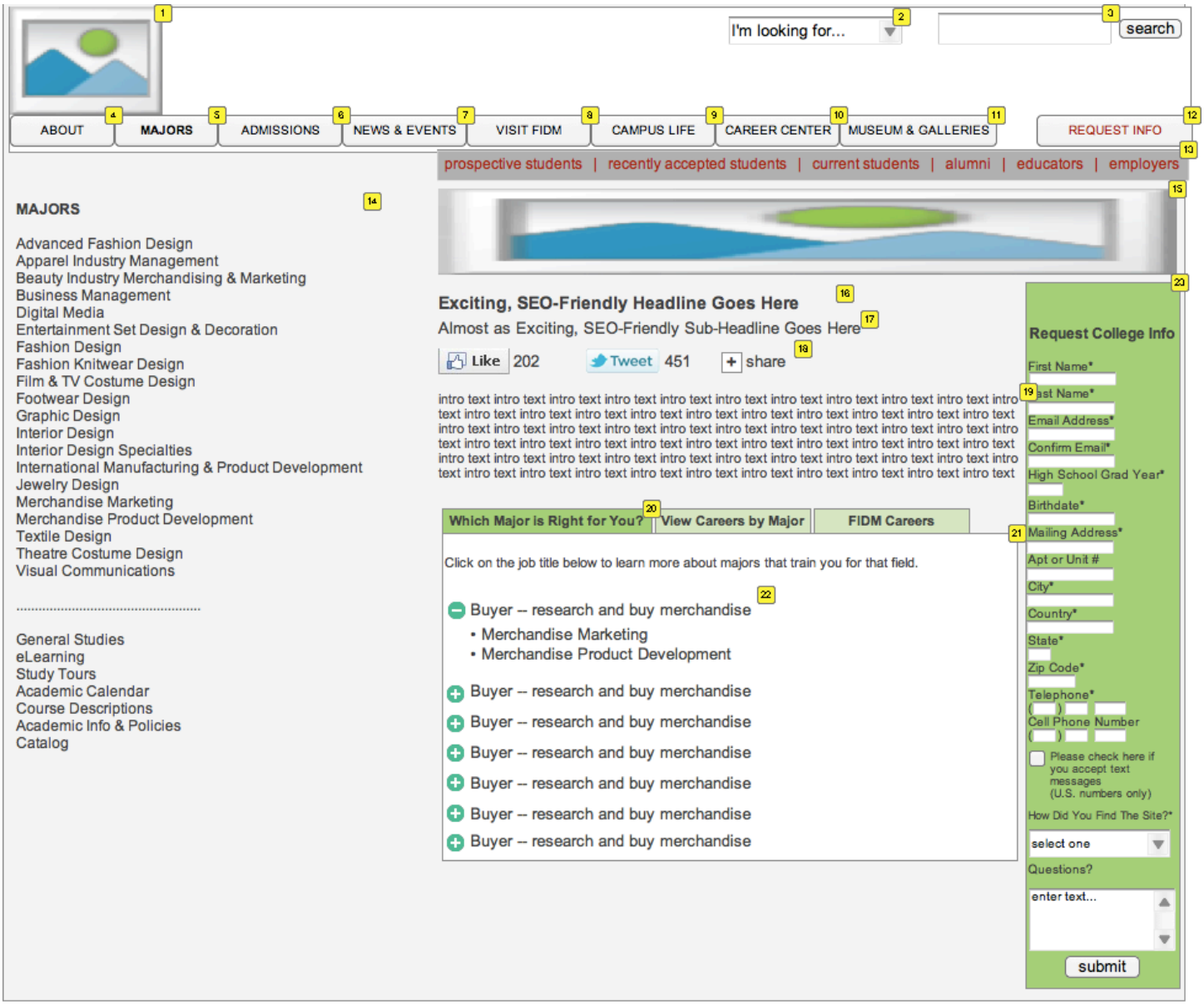
## 1.1. Page Tree

Majors Section Landing Page
- Individual Major Landing Page
  - Latest News
  - Degrees Offered
  - Curriculum
  - Stories
  - Careers
  - Industry Partnerships
  - Student Work
  - Chairing Styles Gallery
  - Tuition

## 1.2. Majors Section Landing Page

This is the Section Landing page for FIDM Majors. The Section Nav is displayed on the left. The page is branded by a horizontal graphical heading, a headline, sub-headline and intro copy. The request college info lead form appears on the right. To reduce the amount of pages/clicks and navigation effort on the part of the user, we've used more modern information display modules to contain a large amount of information all within the same page. Content about the majors and careers available to degree holders within different majors is organized in multiple tabs/accordions.

### 1.2.1. User Interface

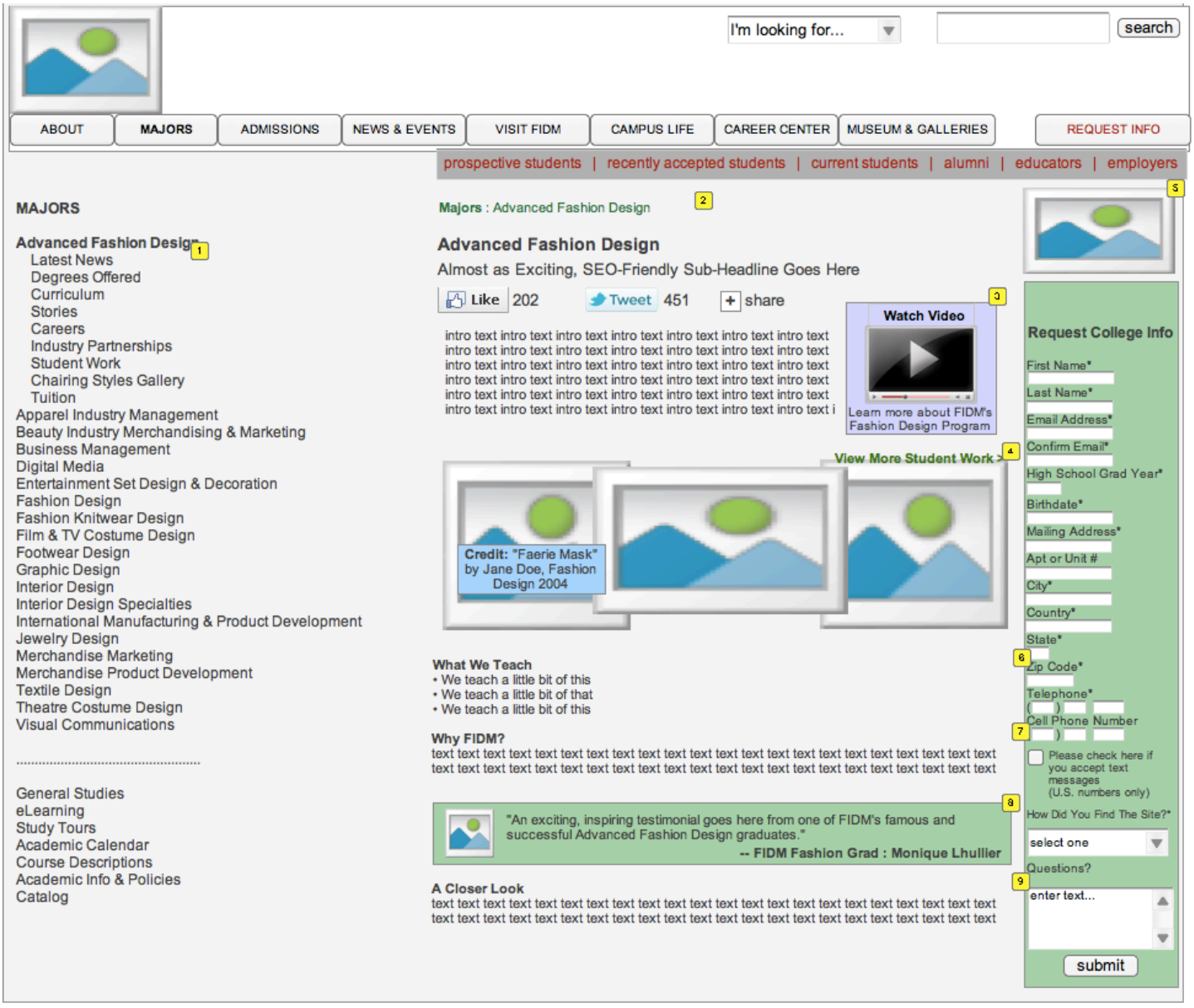

I'm looking for...
search
ABOUT
MAJORS
ADMISSIONS
NEWS & EVENTS
VISIT FIDM
CAMPUS LIFE
CAREER CENTER
MUSEUM & GALLERIES
REQUEST INFO
prospective students | recently accepted students | current students | alumni | educators | employers
MAJORS
Advanced Fashion Design
Apparel Industry Management
Beauty Industry Merchandising & Marketing
Business Management
Digital Media
Entertainment Set Design & Decoration
Fashion Design
Fashion Knitwear Design
Film & TV Costume Design
Footwear Design
Graphic Design
Interior Design
Interior Design Specialties
International Manufacturing & Product Development
Jewelry Design
Merchandise Marketing
Merchandise Product Development
Textile Design
Theatre Costume Design
Visual Communications
General Studies
eLearning
Study Tours
Academic Calendar
Course Descriptions
Academic Info & Policies
Catalog
Exciting, SEO-Friendly Headline Goes Here
Almost as Exciting, SEO-Friendly Sub-Headline Goes Here
Like 202
Tweet 451
share
intro text intro text intro text

| Footnote | Label | Description |
|---|---|---|
| 4 | About | links to About Section |
| 5 | majors | Links to majors section, button rollover will initiate fly-out menu displaying all majors for handy, one-click access |
| 6 | Admissions | Links to Admissions Secion |
| 7 | News & Events | Links to news & Events Section |
| 8 | Visit FIDM | links to Visit FIDM section |
| 9 | Campus Life | Links to Campus Life section |
| 10 | Career Center | Links to Career Center Section |
| 11 | Museum & Galleries | Links to fidmmuseum.org in new tab/window |
| 12 | Request Info | Links to main request info lead form hosted by IT |
| 13 | Audience-Centric Navigation | These secondary nav links address the different types of user groups or audiences identified by FIDM. The first 3 links (prospective students, recently accepted students, current students) will have a flyout menu triggered by rollover. The flyout menus will contain quick links to a number of different pages of interest to a particular audience. Menus may share the same links. "Alumni" links to the alumni site (http://www.fidm.edu/alumni) in a new tab/page. "Educators" links to the educators site (http://educators.fidm.edu) in a new tab/page. "Employers" links to the "Why FIDM?" page addressing employers within the Career Center Section: http://fidm.edu/en/Career+Center/Employers+Why+FIDM. note: is this something that can update dynamically in the future based on the analytics of what's the most popular? Can we initially tag the user type by the audience menu they access? |
| 14 | Section Navigation | Section navigation includes links to all 20 Majors. Section nav is always in an expanded, easily viewable state. Under divider are pages of common interest to all majors |
| 15 | Section Header Graphic | Horizontal Header Graphic brands the section |
| 16 | Section headline | Seo-friendly headline to contextualize/brand the section |
| 17 | Sub-headline | Seo-friendly sub-headline to contextualize/brand the section |
| 18 | Social Share Bar | appears at the top of everyn page below header and sub-header. Allows user to like, tweet or share page. note: all possible widgets like digg, de.li.cious, etc will not eb available-we've simplified down to the most important/popular. this should be scalable for future additions. |
| 19 | intro copy | intro copy should contextualize and brand the section/page and meet accredidation standards |
| 20 | Active Tab | Content about the majors and careers available to degree holders within different majors is organized in multiple tabs |
| 21 | Active Tab Content | active tab window will contain intro text as well as expandable accordion |
| 22 | Expanded Accordion Item | Expanded accordion item will show a list of majors (that link to their detail pages) that give the training that leads to this type of career. Icon should change state from plus to minus sign and module should expand vertically to accommodate amount of content. |
| 23 | Short Lead Form | The short lead form is a client-side form from which we can scrape info and send to the main lead database. It's not an IT hosted/generated form. All required fields should have form validation and email field should have a small popup field reassuring user re: privacy. Confirmation message should be contained within a popup status overlay/lightbox so user doesn't have to leave the page. |

## 1.3. Individual Major Landing Page

Branding (images, color palette, etc) on this page is specific to the major. Content includes: copy, video clip, student work gallery, alumni, details about the curriculum and the types of careers available to grads in this major. Users should quickly understand the essence of this major. Business goal is to capture a lead.

### 1.3.1. User Interface




### 1.3.2. Widget Table

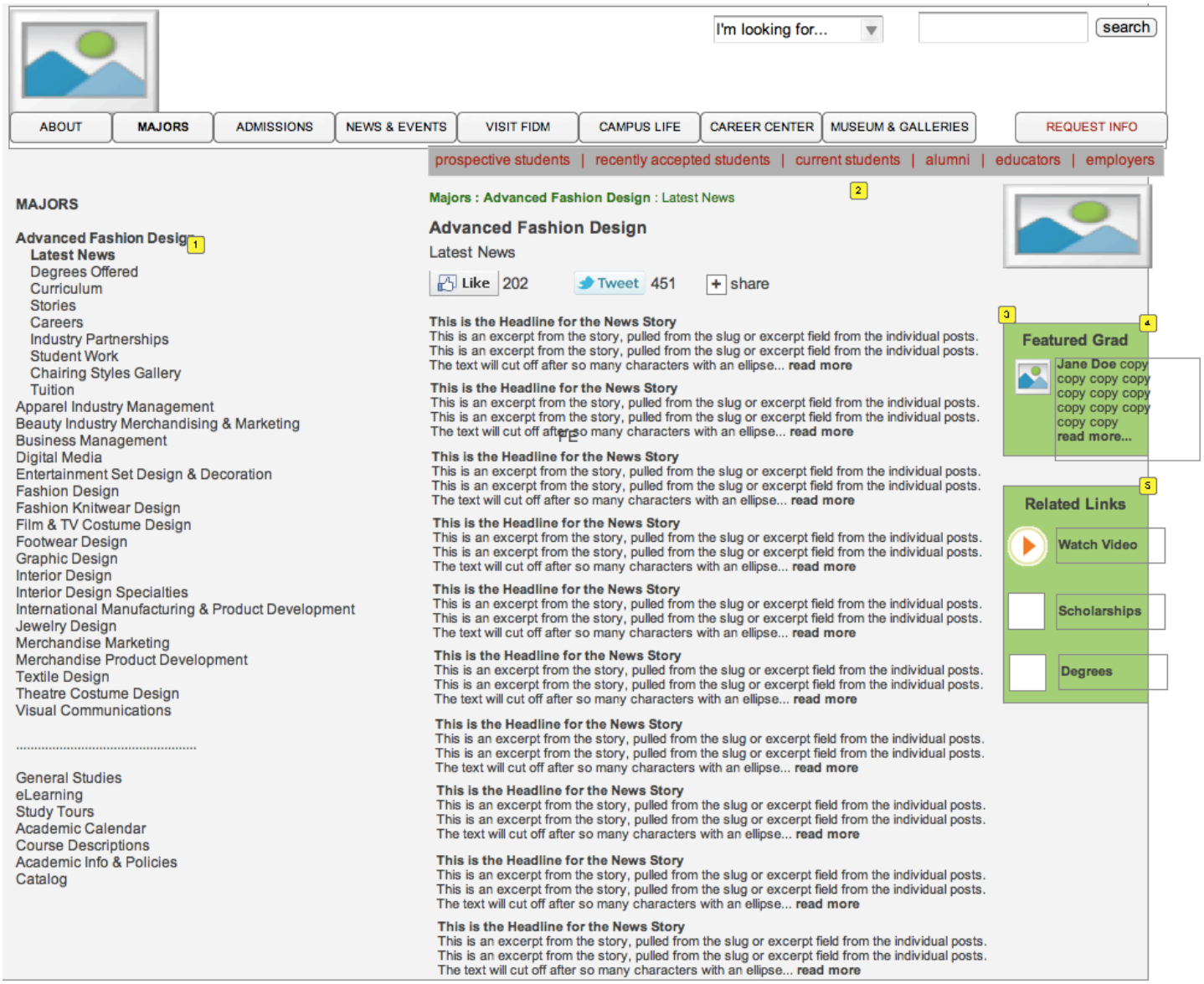
| Footnote | Label | Description |
|---|---|---|
| 1 | Expanded Major Nav | Majors Section Nav expands to show links under current major |
| 2 | Breadcrumb | clickable breadcrumb : current page is not linked |
| 3 | Video about this major | teaser image with video button and textual call to action to get user to watch video about this major. Video will be launched in a lighbox on top of page |
| 4 | Student Work Teaser Image | Image or collage of images showing students' pieces on the runway or in progress in the classroom. Image map area so that when users rolls over, the student credits appear by each piece. |

| Footnote | Label | Description |
|---|---|---|
| 5 | Major Header Graphic | additional imagery here can brand the major |
| 6 | what we teach | bulleted copy describing the skills taught in this major |
| 7 | Why FIDM | copy selling users (parents?) on the value of a FIDM education |
| 8 | Grad Testimonial | Thumbnail headshot, inspiring quote, name, title, grad year of famous FIDM grad in this major |
| 9 | A Closer Look | copy here states a few things for accreditation requirements (pulled directly from print catalog) |

## 1.4. Latest News

The Latest News Page for a Major will use jQuery to pull in the first 10 items from an rss news feed from the Moveable Type Blog. The feed will be filtered by the Category for the major specified. This will be our workaround until the CMS is built to do this filtering for us. The Headline and the "read more" links will launch the blog in new window.

### 1.4.1. User Interface



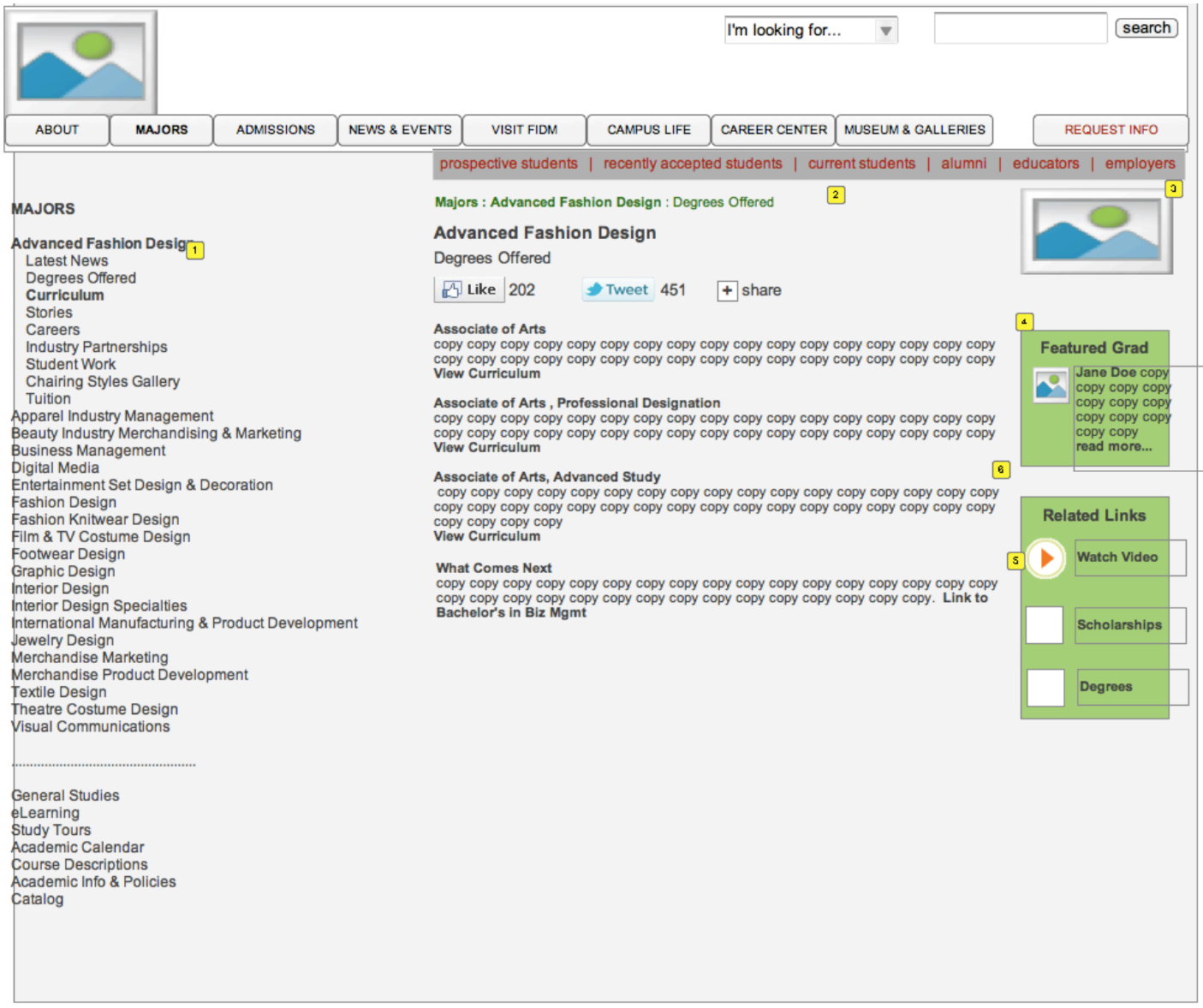

### 1.4.2. Widget Table

| Footnote | Label | Description |
|---|---|---|
| 1 | Expanded Majors Nav | Majors Section Nav expands to show links under current major. Current page is Latest news. |
| 2 | Breadcrumb | clickable breadcrumb : current page is not linked |
| 3 | News Feed | use jQuery to pull in the first 10 items from an rss news feed from the Moveable Type Blog. The feed will be filtered by the Category for the major specified. The Headline and the "read more" links will launch the blog in new window. |
| 4 | Featured Grad | right column will feature a grad in this major. Thumnbail headshot and excerpt of story. "Read more" should go right to their particular story on the stories page moduel |

| Footnote | Label | Description |
|---|---|---|
| 5 | Related Links | Related links of interest to this major: scholarships, tutiion, videos, etc.  Maximum 4 items. |

# 1.5. Degrees Offered

## 1.5.1. User Interface



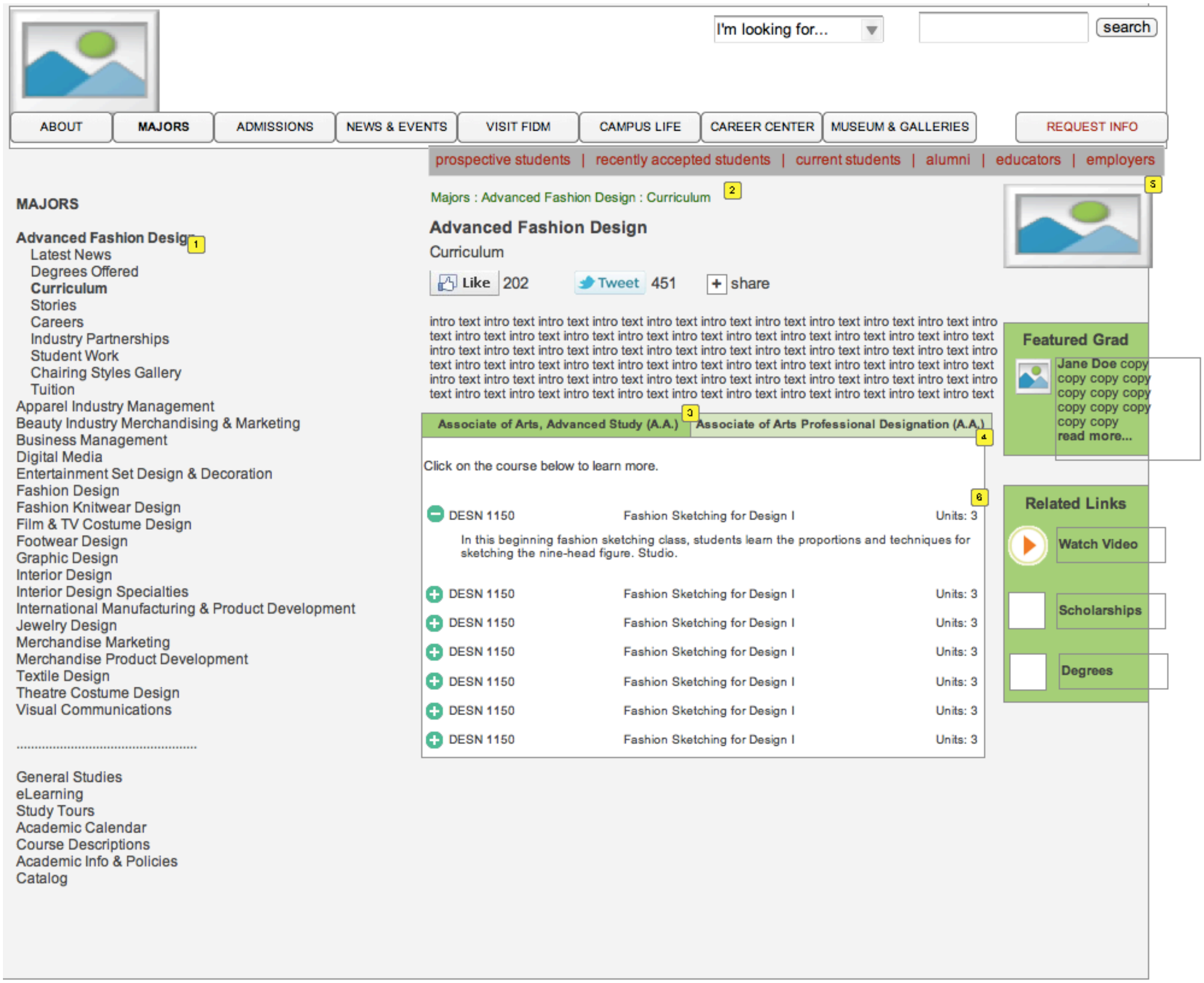

## 1.5.2. Widget Table

| Footnote | Label | Description |
|---|---|---|
| 1 | Expanded Majors Nav | Majors Section Nav expands to show links under current major |
| 2 | Breadcrumb | clickable breadcrumb : current page is not linked |
| 3 | Section Header Graphic | Horizontal Header Graphic brands the section |
| 4 | Degrees Explained | the different types of degrees are described here and have links to the course cirriculum for each. This ONLY appears on majors that are NOT advanced study |
| 5 | What Comes Next | accreditation copy about starting your career right away after getting the AA or AA/ADvanced study degree, or going for a full Bachelor's degree. |
| 6 | Advanced Study Degree Copy | info about the degree and link to the curriculum. This ONLY appears on advanced study majors. |

# 1.6. Curriculum

This is the Curriculum Page for a FIDM Major. Content about the courses offered within each degree for this major is organized in multiple tabs/accordions.

## 1.6.1. User Interface




## 1.6.2. Widget Table

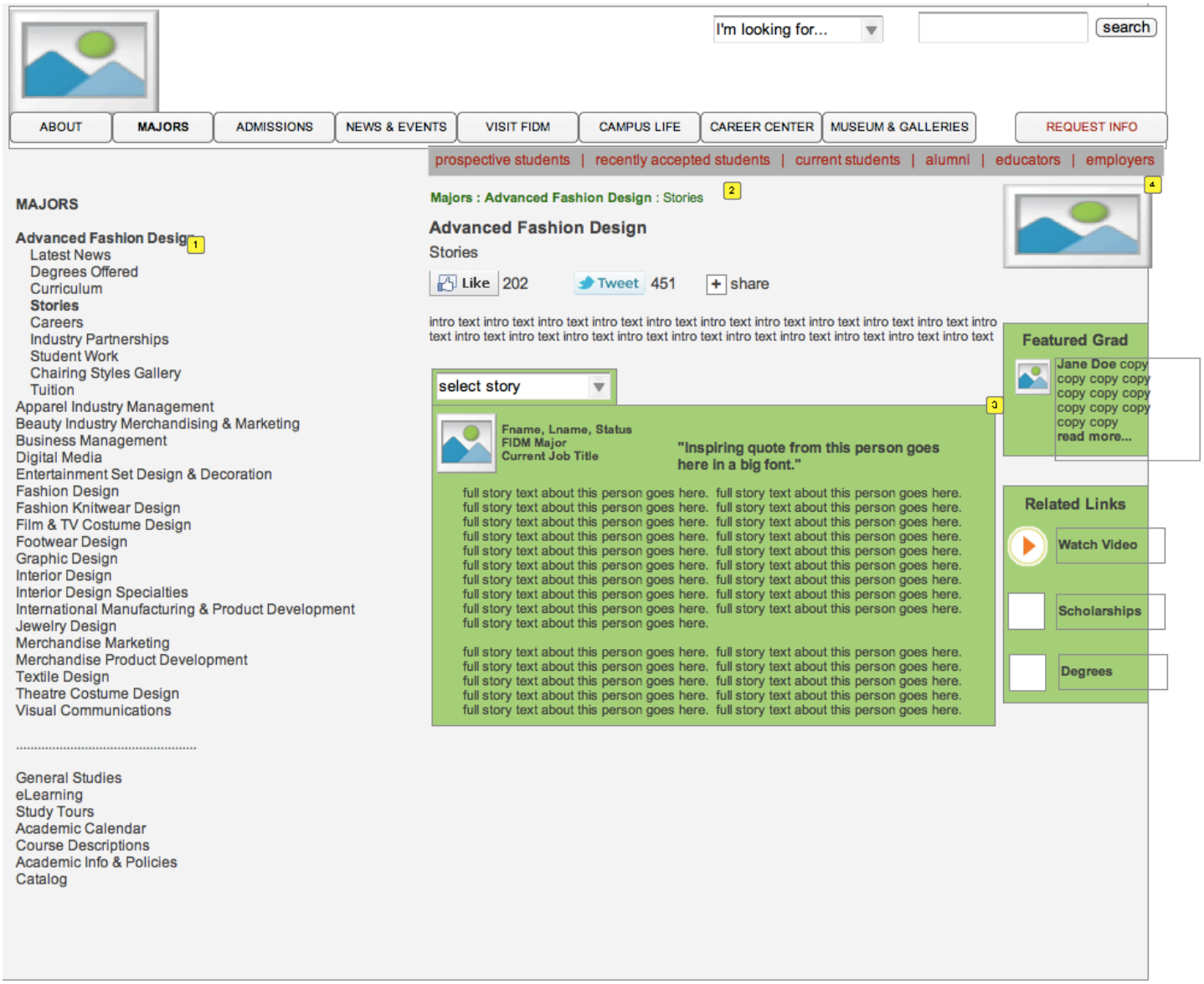
| Footnote | Label | Description |
|---|---|---|
| 1 | Expanded Majors Nav | Majors Section Nav expands to show links under current major |
| 2 | Breadcrumb | clickable breadcrumb : current page is not linked |
| 3 | Active Tab: Degree | activates visibility of the main module window with that degree's courses contained within an accordion |
| 4 | Accordion Module of Courses | expanded course will have minus sign icon and course description below. Module should expand vertically to contain content. |
| 5 | Section Header Graphic | Horizontal Header Graphic brands the section |

| Footnote | Label | Description |
|---|---|---|
| 6 | Expanded Course Description | clicking on a course title will expand it in the module to reveal the description. Entire module should vertically stretch to accomodate expanded content. Only one item can be expanded at a time. |

## 1.7. Stories

The stories page contains real-life stories about FIDM students, grads and faculty. A colorful interactive module can present these stories in an appealing way to users. Stories can be about a alum, faculty member or current student. Headshot thumbnail, first/last name, Major, quote and full story appear in the module. User can toggle betwee stories by using the pulldown menu.

### 1.7.1. User Interface



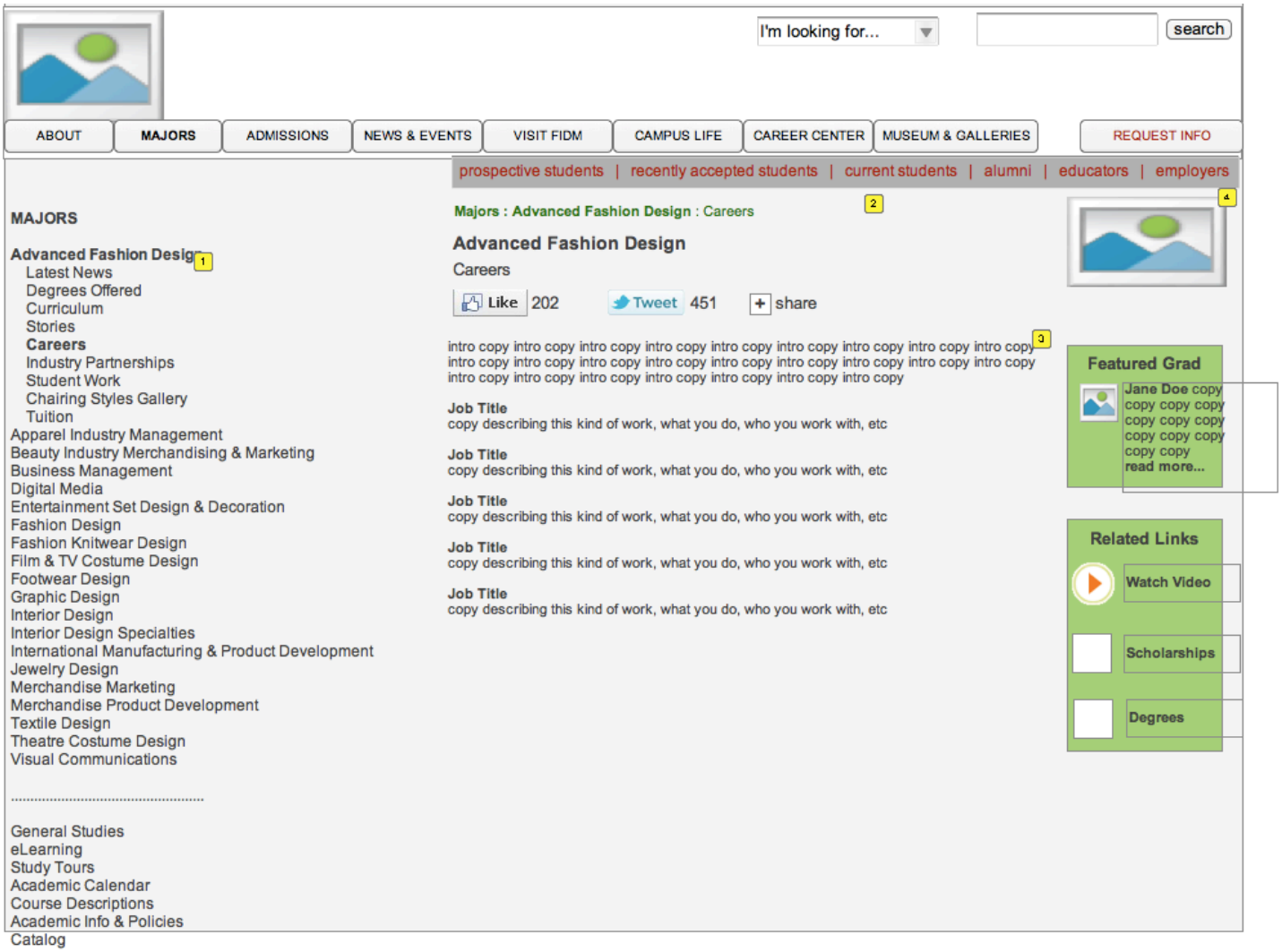

### 1.7.2. Widget Table

| Footnote | Label | Description |
|---|---|---|
| 1 | Expanded Majors Nav | Majors Section Nav expands to show links under current major |
| 2 | Breadcrumb | clickable breadcrumb : current page is not linked |
| 3 | Story Module | Headshot thumbnail, first/last name, Major, quote and full story appear in the module. User can toggle betwee stories by using the pulldown menu. |
| 4 | Section Header Graphic | Horizontal Header Graphic brands the section |

## 1.8. Careers

Careers page will have copy/descriptions about the kinds of careers grads in the majors go on to have. For launch, we will just have text, but we can always scale this page to include video clips, grad testimonials in the featured careers/job title. Emphasize job functions, entertainment companies, celebrity clients, etc

### 1.8.1. User Interface



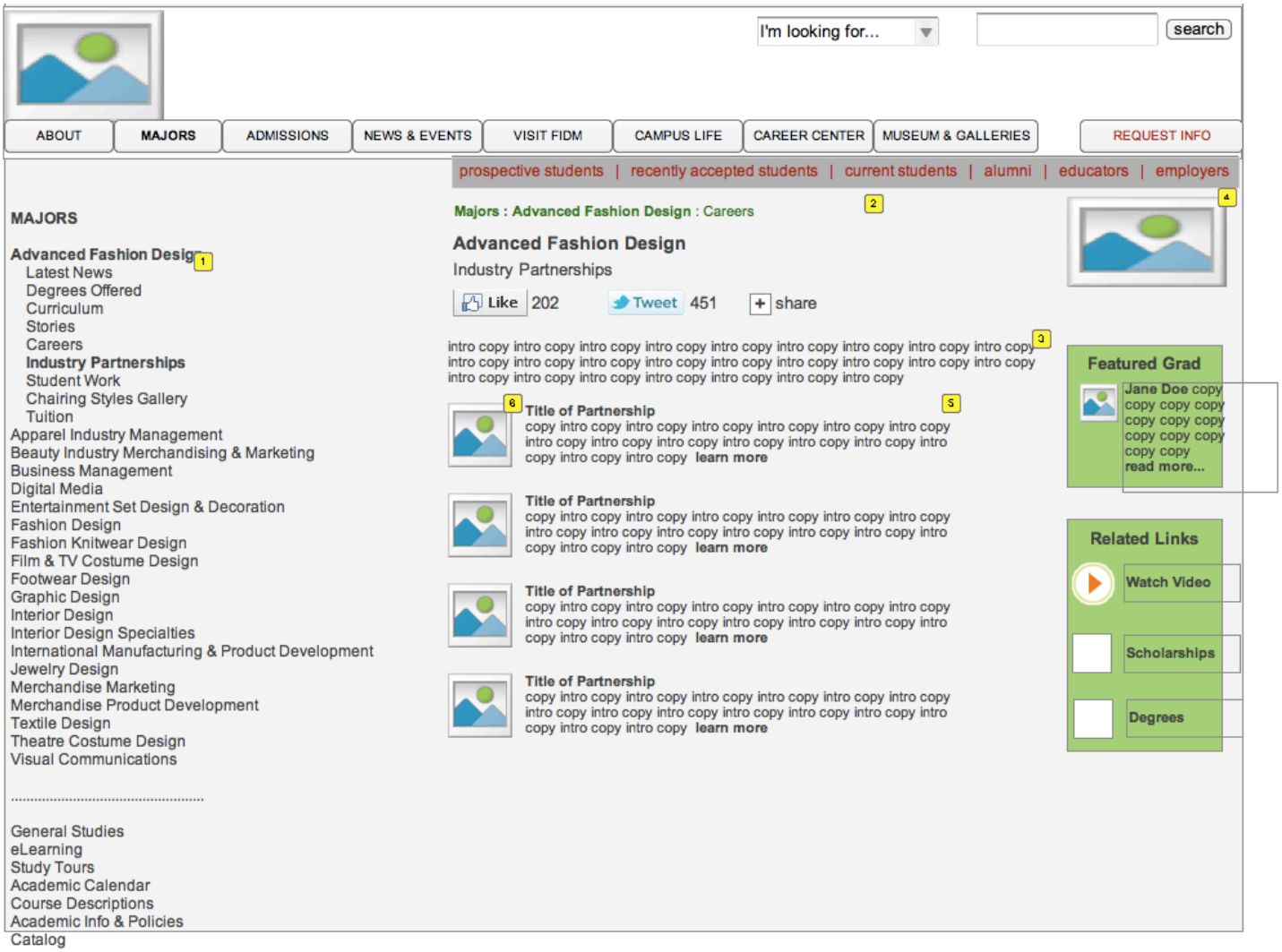

### 1.8.2. Widget Table

| Footnote | Label | Description |
|---|---|---|
| 1 | Expanded Majors Nav | Majors Section Nav expands to show links under current major |
| 2 | Breadcrumb | clickable breadcrumb : current page is not linked |
| 3 | Copy | intro copy about the types of careers a degree in this major can lead to... |
| 4 | Section Header Graphic | Horizontal Header Graphic brands the section |

## 1.9. Industry Partnerships

This page will highlight the collaborative projects famous companies have invited FIDM Students/Grads to participate in.

### 1.9.1. User Interface



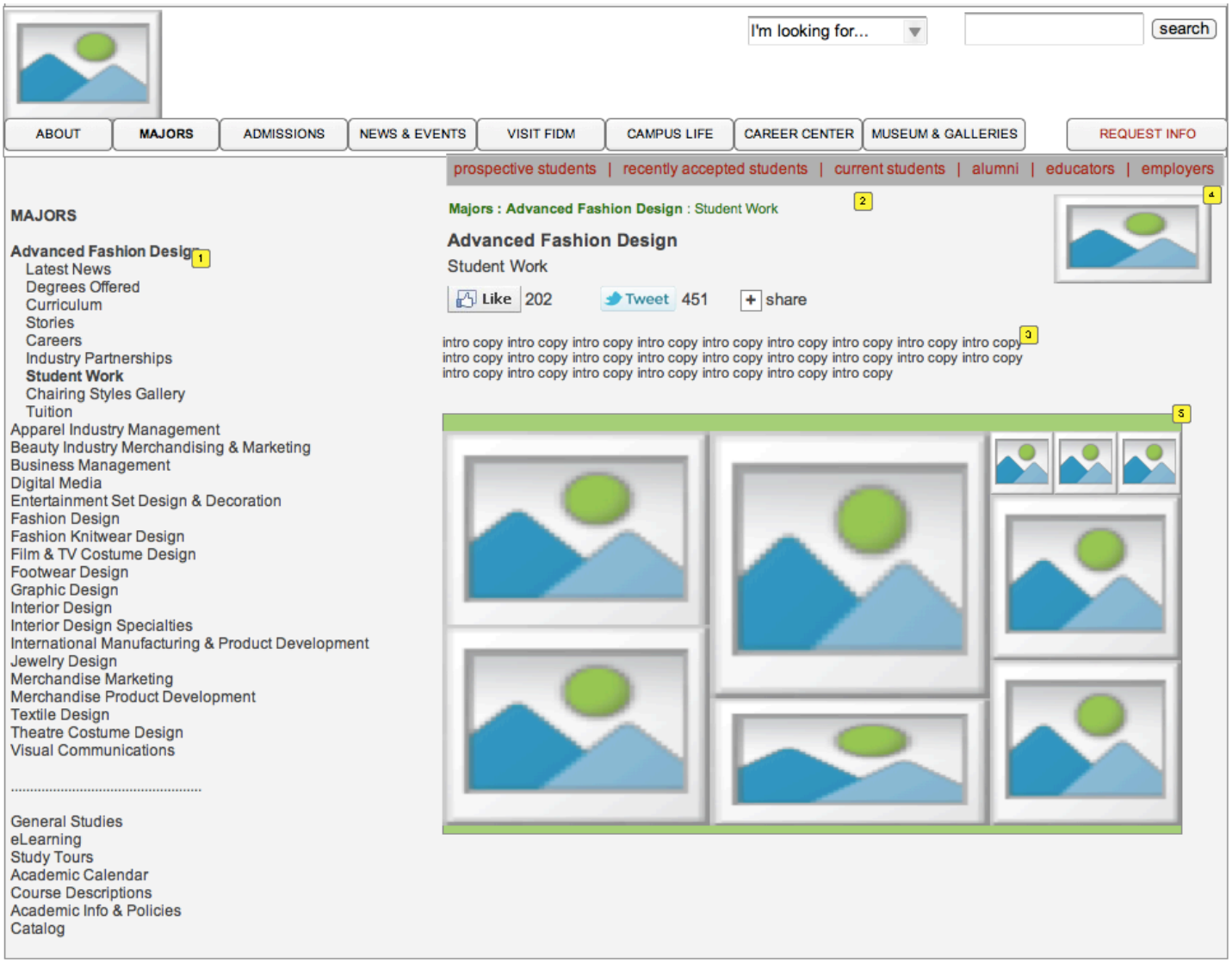

### 1.9.2. Widget Table

| Footnote | Label | Description |
|---|---|---|
| 1 | Expanded Majors Nav | Majors Section Nav expands to show links under current major |
| 2 | Breadcrumb | clickable breadcrumb : current page is not linked |
| 3 | Copy | general intro copy about what industry partnerships are |
| 4 | Section Header Graphic | Horizontal Header Graphic brands the section |
| 5 | Copy | title, description and link to learn more about this industry partnership--launches lightbox with a video about the project |
| 6 | Industry Partnership Image | image depicting the final project, clicking image launches lightbox with a video about the project |

## 1.10. Student Work

The student work page is a gallery that will showcase projects from FIDM students and grads, in the classroom, on the runway, from magazines, films, television, etc. We'll dispose of the right column on this template to allow for more real estate for the gallery. Clicking on an image in the gallery will bring up a larger, detail photo in a lightbox on top of the module along with name of piece and student credit

### 1.10.1. User Interface




### 1.10.2. Widget Table

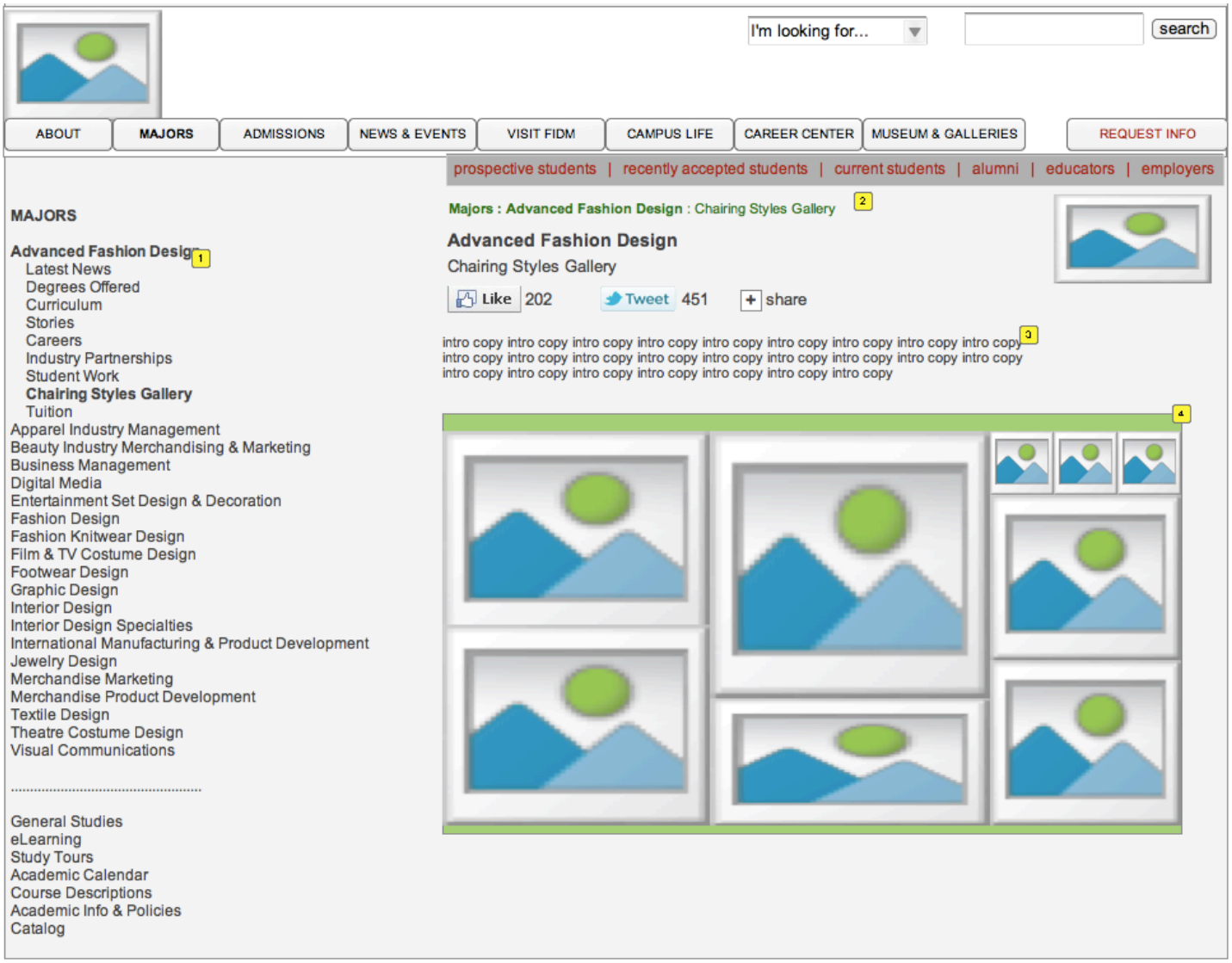
| Footnote | Label | Description |
|---|---|---|
| 1 | Expanded Majors Nav | Majors Section Nav expands to show links under current major |
| 2 | Breadcrumb | clickable breadcrumb : current page is not linked |
| 3 | Copy | general intro copy about student work |
| 4 | Section Header Graphic | Horizontal Header Graphic brands the section |

| Footnote | Label | Description |
|---|---|---|
| 5 | Student Work Gallery Module | gallery that will showcase projects from FIDM students and grads, in the classroom, on the runway, from magazines, films, television, etc. Clicking on an image in the gallery will bring up a larger, detail photo in a lightbox on top of the module. Images in grid can be varying sizes to add visual interest. |

## 1.11. Chairing Styles Gallery

Chairing styles gallery will use same layout and functionality as Student Work gallery

### 1.11.1. User Interface

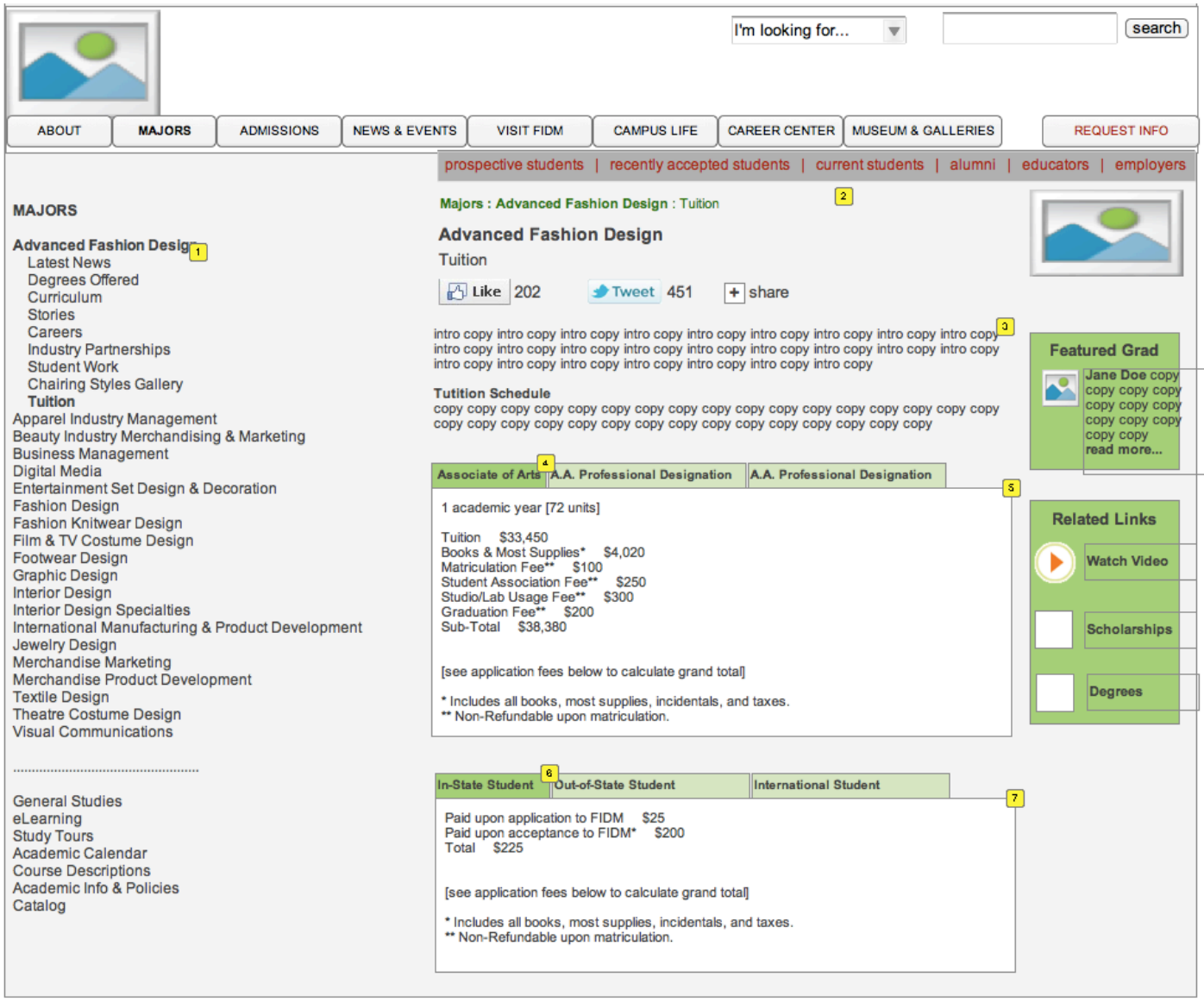



### 1.11.2. Widget Table

| Footnote | Label | Description |
|---|---|---|
| 1 | Expanded Majors Nav | Majors Section Nav expands to show links under current major |
| 2 | Breadcrumb | clickable breadcrumb : current page is not linked |
| 3 | Copy | general intro copy about what the chairing styles exhibition is |
| 4 | Chairing Styles Gallery Module | gallery that will showcase projects from FIDM students and grads, in the classroom, on the runway, from magazines, films, television, etc. Clicking on an image in the gallery will bring up a larger, detail photo (along with name of piece and student credit) in a lightbox on top of the module. Images in grid can be varying sizes to add visual interest. |

# 1.12. Tuition

## 1.12.1. User Interface




## 1.12.2. Widget Table

| Footnote | Label | Description |
|---|---|---|
| 1 | Expanded Majors Nav | Majors Section Nav expands to show links under current major |
| 2 | Breadcrumb | clickable breadcrumb : current page is not linked |
| 3 | Copy | general intro copy about tution and the current tuition schedule period |
| 4 | Active Tab: Degree | activates visibility of the main module window with that degree's tuition details |
| 5 | Tuition Module | details on tuition for the degree in the active tab are displayed here. This copy is pulled directly from the print catalog |
| 6 | Active Tab | activates visibility of the main module window with that degree's tuition schedule details |
| 7 | Tuition Schedule Module | details on tuition schedule for the degree in the active tab are displayed here. This copy is pulled directly from the print catalog |