

# FIDM Majors

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## 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

The screenshot shows the FIDM Majors landing page with the following elements:

- 1:** FIDM Logo
- 2:** "I'm looking for..." dropdown menu
- 3:** Search input field and search button
- 4-11:** Navigation tabs: ABOUT, MAJORS, ADMISSIONS, NEWS & EVENTS, VISIT FIDM, CAMPUS LIFE, CAREER CENTER, MUSEUM & GALLERIES
- 12:** REQUEST INFO button
- 13-15:** Breadcrumbs: prospective students | recently accepted students | current students | alumni | educators | employers
- 14:** MAJORS section header
- 16-18:** Article content: "Exciting, SEO-Friendly Headline Goes Here", "Almost as Exciting, SEO-Friendly Sub-Headline Goes Here", and social sharing buttons (Like 202, Tweet 451, share)
- 19-21:** "Request College Info" form fields: First Name, Last Name, Email Address, Confirm Email, High School Grad Year, Birthdate, Mailing Address, Apt or Unit #, City, Country, State, Zip Code, Telephone, Call Phone Number, and a checkbox for text messages.
- 20-22:** "Which Major is Right for You?" section with tabs for "View Careers by Major" and "FIDM Careers", and a list of job titles like "Buyer – research and buy merchandise".

### 1.2.2. Widget Table

Footnote	Label	Description
1	Logo	FIDM Logo, links to homepage
2	I'm looking for...	quick menu jumps to various specific pages of interest: campus maps, housing, etc
3	Search	Site-wide search will interact with Google search appliance. Search results will be wrapped in custom template so there's no disruption on branding/UI. Search field should auto-complete to common search terms

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 ( <a href="http://www.fidm.edu/alumni">http://www.fidm.edu/alumni</a> ) in a new tab/page. "Educators" links to the educators site ( <a href="http://educators.fidm.edu">http://educators.fidm.edu</a> ) in a new tab/page. "Employers" links to the "Why FIDM?" page addressing employers within the Career Center Section: <a href="http://fidm.edu/en/Career+Center/Employers+Why+FIDM">http://fidm.edu/en/Career+Center/Employers+Why+FIDM</a> . 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 accreditation 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

The screenshot shows a web page for 'Advanced Fashion Design'. At the top right is a search bar with the text 'I'm looking for...' and a 'search' button. Below this is a navigation menu with tabs: ABOUT, MAJORS, ADMISSIONS, NEWS & EVENTS, VISIT FIDM, CAMPUS LIFE, CAREER CENTER, MUSEUM & GALLERIES, and REQUEST INFO. A secondary navigation bar contains links: prospective students | recently accepted students | current students | alumni | educators | employers. The main content area is titled 'Majors : Advanced Fashion Design' with a callout '2'. It features a sub-headline 'Almost as Exciting, SEO-Friendly Sub-Headline Goes Here', social media buttons for 'Like 202', 'Tweet 451', and '+ share', and a 'Watch Video' section with a play button and the text 'Learn more about FIDM's Fashion Design Program'. Below this is a 'View More Student Work' section with a callout '4' and three image thumbnails. The first thumbnail has a callout '1' and text: 'Credit: "Faerie Mask" by Jane Doe, Fashion Design 2004'. To the right is a 'Request College Info' form with callouts '5' through '9' pointing to various fields: First Name\*, Last Name\*, Email Address\*, Confirm Email\*, High School Grad Year\*, Birthdate\*, Mailing Address\*, Apt or Unit #, City\*, Country\*, State\*, Zip Code\*, Telephone\*, Cell Phone Number, a checkbox for 'Please check here if you accept text messages (U.S. numbers only)', 'How Did You Find The Site?\*' with a dropdown, 'Questions?' with a dropdown, and an 'enter text...' field with a callout '9'. A 'submit' button is at the bottom of the form. On the left side, there is a 'MAJORS' section with a callout '1' and a list of links: Advanced Fashion Design, Latest News, Degrees Offered, Curriculum, Stories, Careers, Industry Partnerships, Student Work, Chairing Styles Gallery, Tuition, 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, and Catalog.

#### 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.

## The Specification

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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

The screenshot shows a web interface for 'Advanced Fashion Design Latest News'. At the top, there's a search bar and a navigation menu. Below that, a breadcrumb trail indicates the user's location. The main content area is divided into a left sidebar with a list of majors, a central news feed with headlines and excerpts, and a right sidebar with a featured graduate and related links. Numbered callouts (1-5) highlight specific UI features: 1 points to the 'MAJORS' section header, 2 to the 'Advanced Fashion Design Latest News' title, 3 to the 'Featured Grad' section, 4 to the 'Jane Doe' featured graduate entry, and 5 to the 'Related Links' section.

### 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. Thumbnail headshot and excerpt of story. "Read more" should go right to their particular story on the stories page module

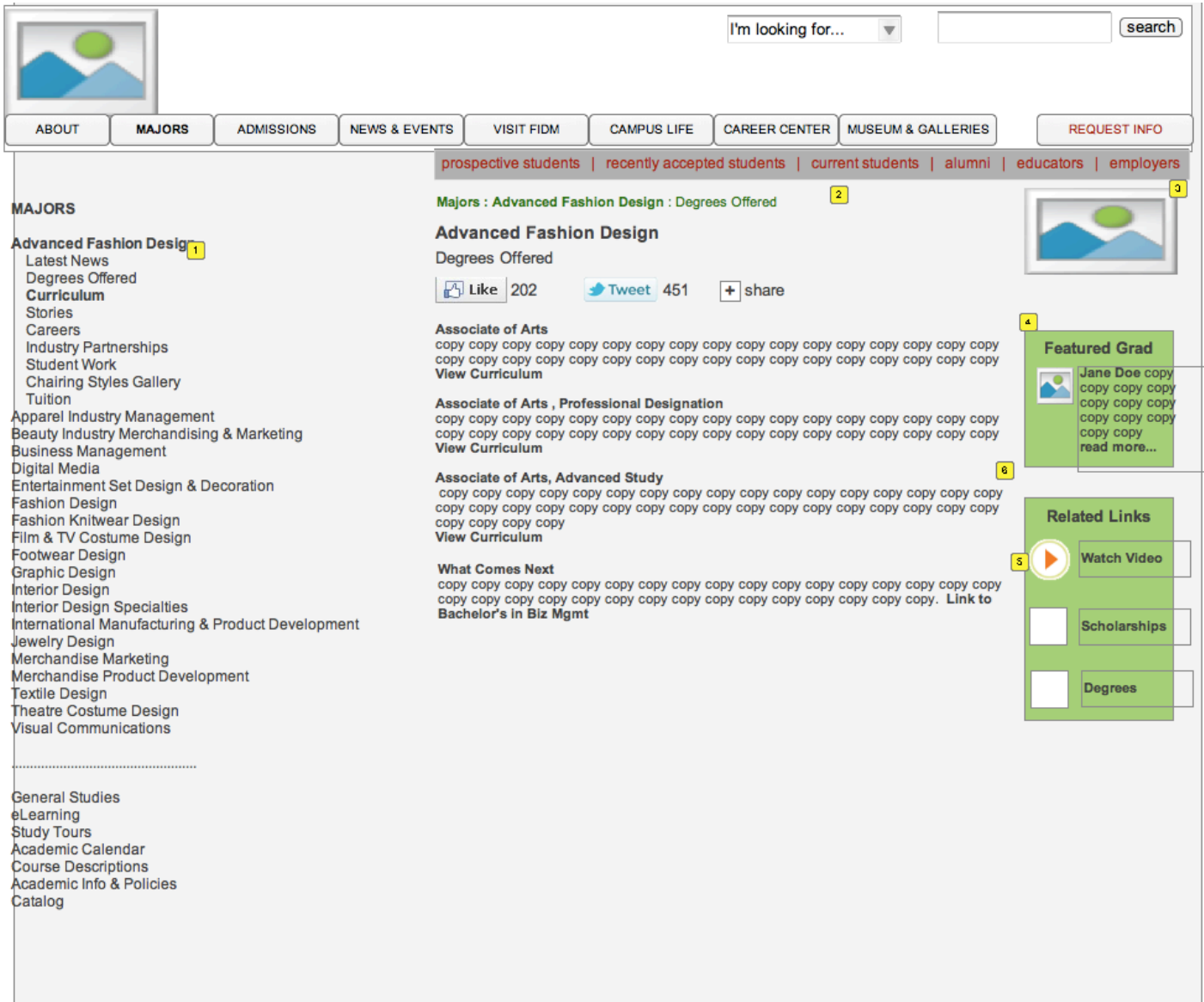
## The Specification

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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 curriculum 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

The screenshot displays the user interface for the FIDM Curriculum Page. At the top, there is a search bar and a navigation menu with tabs for various site sections. The 'MAJORS' tab is active, showing a list of major categories. The 'Advanced Fashion Design' major is selected, and its curriculum is displayed. The curriculum includes a list of courses, with the first course 'DES N 1150 Fashion Sketching for Design I' highlighted. The page also features a 'Featured Grad' section and a 'Related Links' section.

### 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

## The Specification

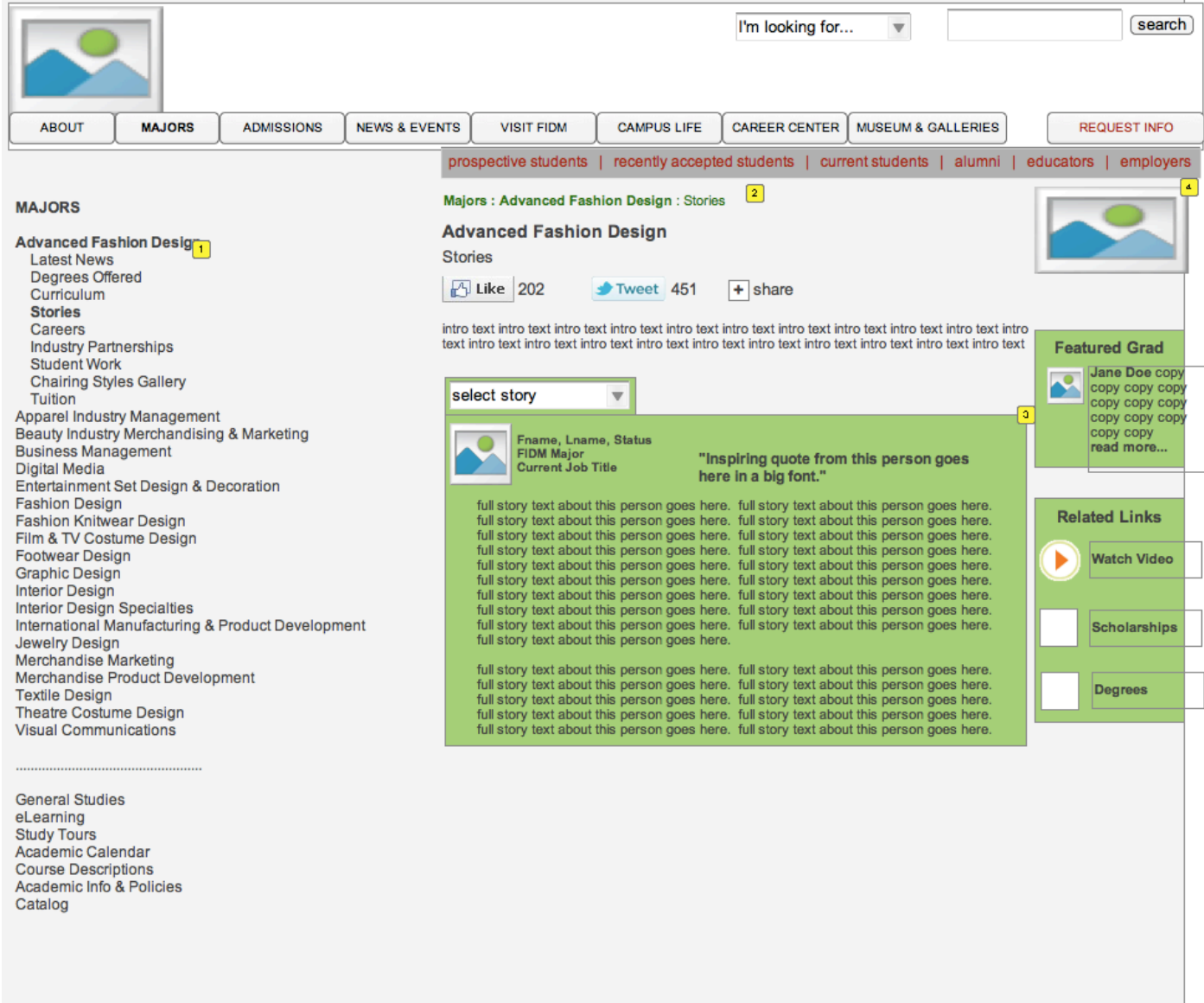
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Footnote	Label	Description
6	Expanded Course Description	clicking on a course title will expand it in the module to reveal the description. Entire module should vertically stretch to accomodate expanded content. Only one item can be expanded at a time.

## 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 between 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 between 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

The screenshot displays the FIDM website's user interface for the Industry Partnerships page. At the top, there is a search bar with the placeholder text "I'm looking for..." and a search button. Below the search bar is a navigation menu with tabs for "ABOUT", "MAJORS", "ADMISSIONS", "NEWS & EVENTS", "VISIT FIDM", "CAMPUS LIFE", "CAREER CENTER", "MUSEUM & GALLERIES", and "REQUEST INFO". The "MAJORS" tab is selected, and a secondary navigation bar shows links for "prospective students", "recently accepted students", "current students", "alumni", "educators", and "employers".

The main content area is titled "MAJORS" and lists various majors. The "Advanced Fashion Design" major is highlighted, showing a list of "Industry Partnerships". Each partnership entry includes a placeholder image, a title, a description, and a "learn more" link. A social media sharing section is visible below the partnerships, with buttons for "Like" (202), "Tweet" (451), and "share".

On the right side, there is a "Featured Grad" section with a profile picture and a bio for "Jane Doe", and a "Related Links" section with buttons for "Watch Video", "Scholarships", and "Degrees".

### 1.9.2. Widget Table

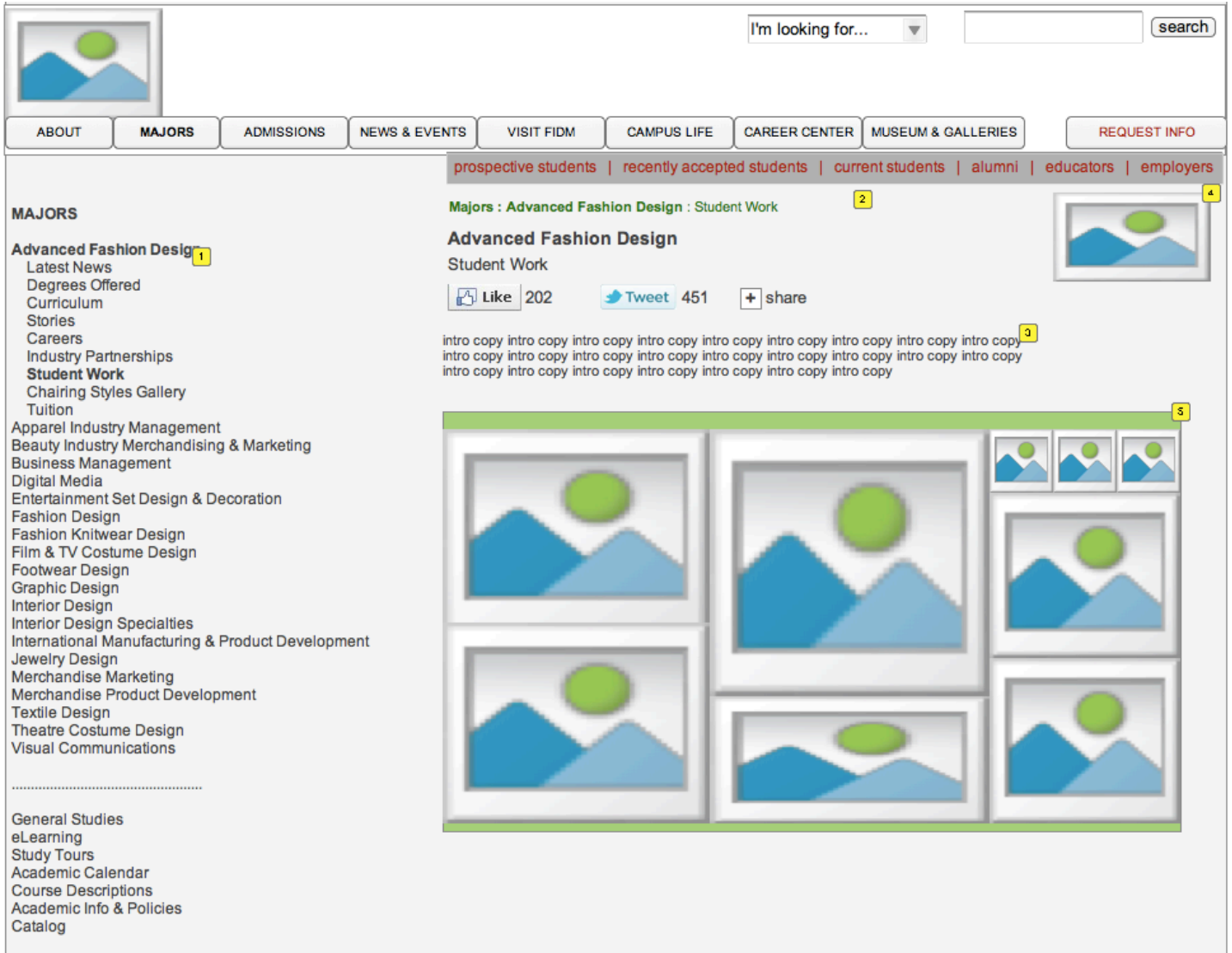
Footnote	Label	Description
1	Expanded Majors Nav	Majors Section Nav expands to show links under current major
2	Breadcrumb	clickable breadcrumb : current page is not linked
3	Copy	general intro copy about what industry partnerships are
4	Section Header Graphic	Horizontal Header Graphic brands the section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

## The Specification

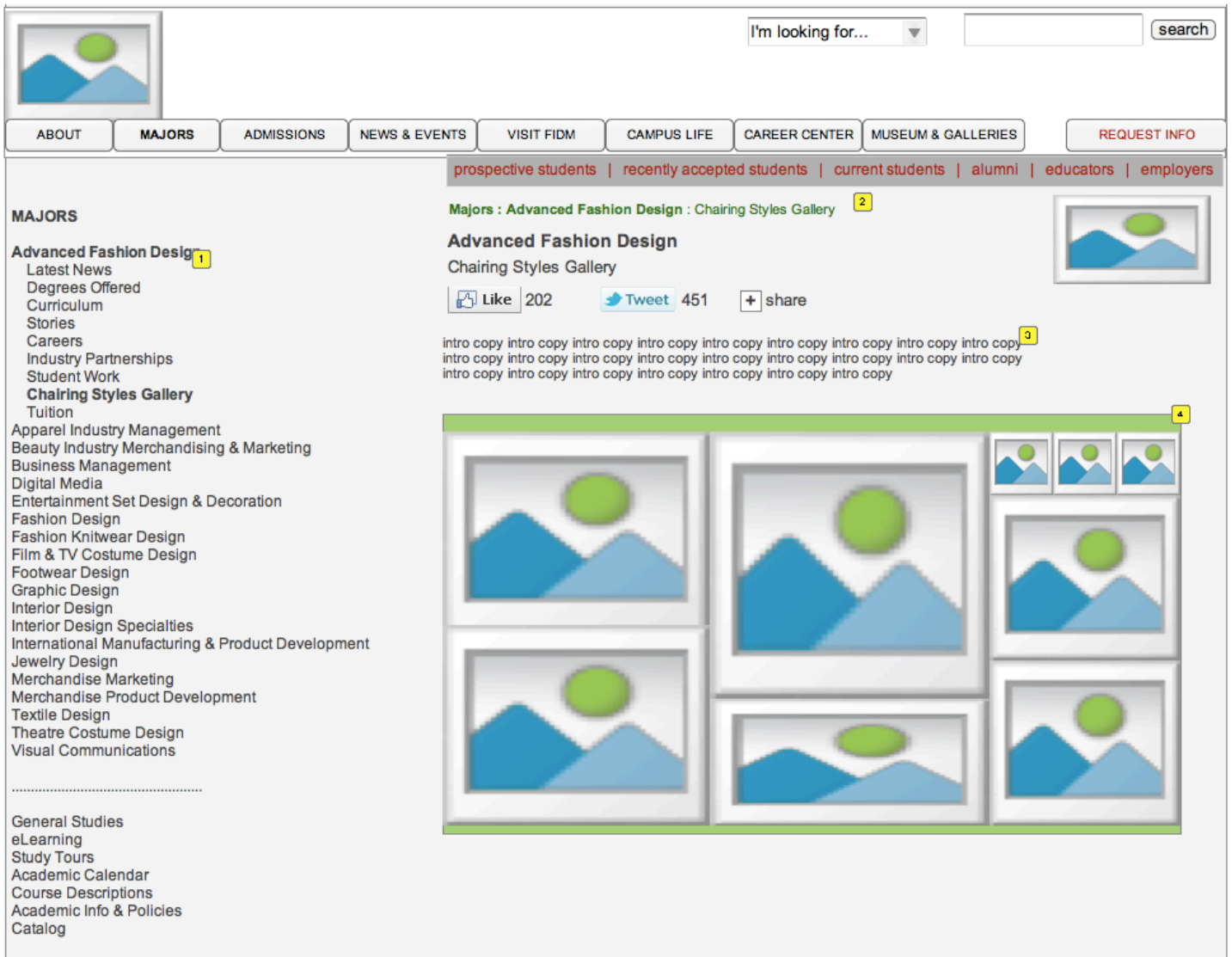
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Footnote	Label	Description
5	Student Work Gallery Module	gallery that will showcase projects from FIDM students and grads, in the classroom, on the runway, from magazines, films, television, etc. Clicking on an image in the gallery will bring up a 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

The screenshot shows a user interface for a university's tuition page. At the top, there is a search bar with the text "I'm looking for..." and a "search" button. Below the search bar is a navigation menu with tabs for "ABOUT", "MAJORS", "ADMISSIONS", "NEWS & EVENTS", "VISIT FIDM", "CAMPUS LIFE", "CAREER CENTER", "MUSEUM & GALLERIES", and "REQUEST INFO". The "MAJORS" tab is selected, and a sub-menu is visible on the left side of the page, listing various majors such as "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", and "Visual Communications".

The main content area is titled "Majors : Advanced Fashion Design : Tuition" and "Advanced Fashion Design Tuition". It features a "Like" button (202), a "Tweet" button (451), and a "share" button. Below this, there is a "Tuition Schedule" section with a table showing tuition details for 1 academic year (72 units). The table includes columns for "Associate of Arts", "A.A. Professional Designation", and "A.A. Professional Designation". The "A.A. Professional Designation" tab is active, showing the following details:

1 academic year [72 units]
Tuition \$33,450
Books & Most Supplies* \$4,020
Matriculation Fee** \$100
Student Association Fee** \$250
Studio/Lab Usage Fee** \$300
Graduation Fee** \$200
Sub-Total \$38,380

Below the table, there is a note: "[see application fees below to calculate grand total]". A footnote states: "\* Includes all books, most supplies, incidentals, and taxes. \*\* Non-Refundable upon matriculation."

At the bottom of the page, there is a "Tuition Schedule" section with a table showing tuition details for "In-State Student", "Out-of-State Student", and "International Student". The "In-State Student" tab is active, showing the following details:

Paid upon application to FIDM \$25
Paid upon acceptance to FIDM* \$200
Total \$225

Below the table, there is a note: "[see application fees below to calculate grand total]". A footnote states: "\* Includes all books, most supplies, incidentals, and taxes. \*\* Non-Refundable upon matriculation."

The right sidebar features a "Featured Grad" section with a profile picture and the name "Jane Doe", and a "Related Links" section with buttons for "Watch Video", "Scholarships", and "Degrees".

### 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 tuition 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