

Look and Feel Strategic Consultation  
Friday, January 23, 2015  
1-3pm  
Room 7020, Robarts Library

- Introduction by Prof. Susan Sim
  - Using U of T branding
    - From the Academica report:  
“Adhere more closely to institutional brand standards: Because U of T represents the iSchool’s greatest reputational strength and also because visual consistency is a key pillar of web best practices, it is logical to bring the site’s global elements and colour palette more in line with the overarching U of T brand. This is particularly true for the iSchool, since it should be seen as a leader/advocate in this realm.”
  - What our website currently looks like
- Kathleen O’Brien on U of T branding
  - The colors, logo placement, specifications of the look
- Question for the students: what would they like to see on the website?
  - Currently the website is very confusing and there are difficulties navigating through the website and all the amount of information on it. Would really prefer more simplicity and ability to find things more easily and more intuitively.
  - Would like to spend as little time as possible on the website- don’t want to linger on the website.
  - Perhaps a splashy landing page?
- Majority in the room votes for U of T corporate branding for our website.
  - Mainly something that is simple looking, clean and intuitive.
- We then spent time looking in groups at websites we liked, and then showing them to the room and discussing what we liked:  
Websites we liked:
  - <http://medicine.utoronto.ca/>
    - Graphic at the top, minimal text
    - Boxes with varying shapes
    - Mix of vision, call to action, and news
  - <http://physical.utoronto.ca/>
    - We liked this one a lot
    - Boxes of varying sizes and orientations
    - Clean design
  - <http://www.dlsph.utoronto.ca/>
    - Overall, this wasn’t a favourite, but we liked how clean it was and use of reactive boxes

<http://www.ece.utoronto.ca/>

- We liked the blue on white menu
- But the site was too text heavy

<http://www.music.utoronto.ca/site5.aspx>

- Menu with graphics
- Big boxes
- Simplicity

<http://munkschool.utoronto.ca/mga/>

- We liked the boxes at the bottom with the wavy separator, but not much else

<http://ihpme.utoronto.ca/>

- We liked the reactive boxes on the bottom right . They are a kind of quick links.
- The tabs at the left are interesting
- Great colour-coded events calendar

Websites that didn't excite us

<http://www.oise.utoronto.ca/oise/Home/>

<http://www.law.utoronto.ca/>

Less Corporate, More Designed

<http://www.ocadu.ca/>

<http://www.theguardian.com/world/interactive/2013/nov/01/snowden-nsa-files-surveillance-revelations-decoded#section/1>

<https://www.airbnb.com/>

- Discussed how our website's landing page can potentially look (photo)

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