

FGLSAMP

Digital 21



Introduction

The Florida-Georgia Louis Stokes Alliance for Minority Participation (FGLSAMP), a National Science Foundation (NSF) Project, includes over 1,000 talented undergraduates in Science, Technology, Engineering, and Mathematics (STEM) majors. It is a coalition of twelve institutions in Florida and one in Georgia. The primary focus of FGLSAMP is to increase the number of baccalaureate degrees granted to underrepresented students in the STEM disciplines.

Objective

The purpose of this project is to enhance the visibility of the FGLSAMP organization, as well as create an additional communication channel between all involved members.

Target Audience

The target audiences currently consist of various exhibitors (i.e. non-profit organizations, research institutions, Fortune 500 companies, etc.), prospective/ current students, and educational institutions.

Solution

The solution was to create a site with multiple entrances for the target audience. Designing a site that was well organized and providing different information to various groups of people was a key aspect of the overall project.

Key pages were first wireframed using two different organizational and layout schemes. The creative director, as well as the client were then presented with the available options, and selected the wireframes that best met their needs. The design comps were created using the wireframes as a guide. The design uses the colors from the identity to convey a cohesive design. A horizontal navigation was chosen to provide a gateway into the site for the three main groups of audiences.