



**GALAXY INTERACTIVE**

**MiraCosta**

**Astronomy Program:**

**Communication Brief and  
Information Architecture**

**Team:**

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# Creative/Communication Brief

**Client:** Rica French, Astronomy instructor at MiraCosta

**Purpose:** Redesigning Astronomy program website

## Project Summary:

The primary reason to design/redesign this website is that the website itself and the platform is out of date, too complex with many moving parts, and is hard to maintain. Rica is looking for a redesign to simplify the architecture of the website and make it more inviting and aesthetic to the eye because the website is a huge marketing tool for the program. Might work on the logo as well.

## Objectives:

The Astronomy Program website goals and key messages is that:

- 1) The Astronomy program is accessible to everyone and gives the illusion to give respect to that field -Making the site user-friendly, and simple with a few moving parts that properly represents the astronomy program.
- 2) The Astronomy class has a robust program to get interested in.
- 3) This Astronomy Program is not an academic program, it's to be a public program

## Audience:

Rica wants to increase awareness to include academics as well as the local community. It's not just for Astronomers, Science Majors, or Students but for anyone. It's for the community because the sky at night is for everybody where they can experience certain stars, including planets.

## Perception, Look, and Feel:

For the intended look and feel of the website, it'll have some of the same relations to the original website design, but will have an elegant and clean design that doesn't look too over-complicated to show that the Astronomy program is an accessible, public program for anyone. We will keep the website dark with cool tones and a few bright accents.

"You don't have to be a student. You don't have to be a science person to experience the universe. The sky is free. Astronomy is accessible to everyone.

## Requirements and Functionality:

When users come onto the website, the one thing that should grab people's attention is the Astronomy Star Program on the landing screen where people come to these star parties every 1st Friday and Saturday of every month. Another thing is that people or students will get an understanding of what kind of Astronomy classes are being held here at MiraCosta College in Oceanside.

For the functionality, the website design will be a single or multi-page website design, which will be the same for the mobile version as well. The website will exclude some pages (inks, documents, news and careers) and the will only include About, Observing, Photo Gallery, and Contacts in the navigation bar. Only has a twitter to communicate star party status, so Rica wants more people to utilize the website as a resource for the program, share photos and attend star parties. May consider starting a newsletter and we could have a subscription button as an actionable-item and she mentioned she has an old mail chimp account.

## Strategy:

This redesign will include an updated address as well as a Wordpress account that Rica can easily update on her own. The new site address will ensure less broken links in the future. By simplifying the website and making content more accessible we believe traffic will increase to the website and more people in the local community and on campus will get involved.

# User Personas & Scenerios

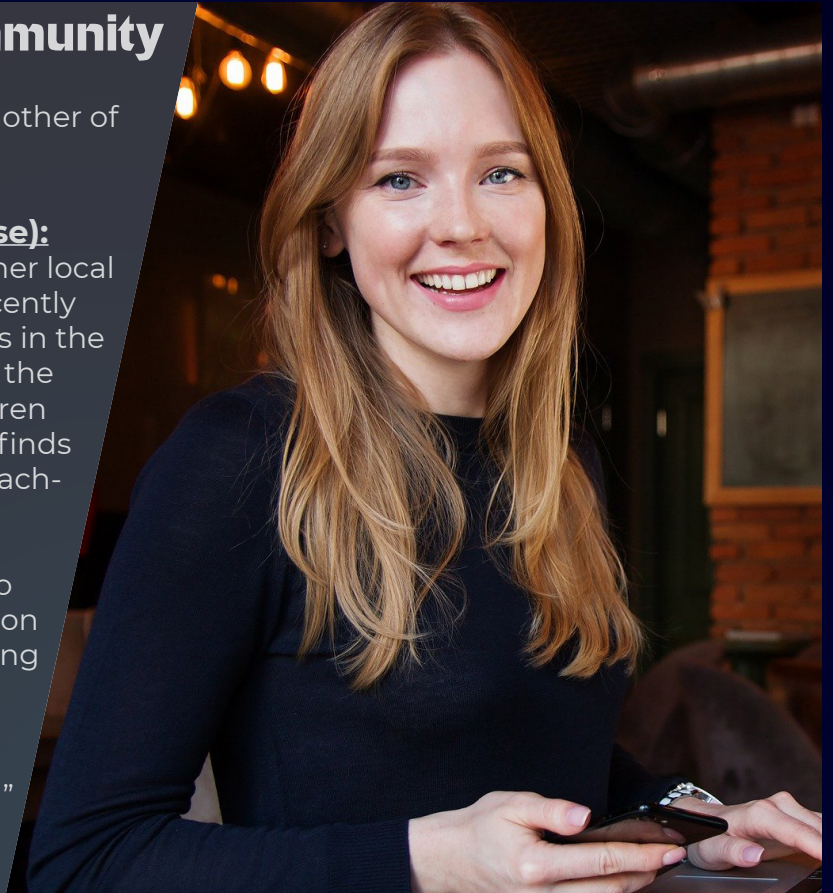
## Jade - Member of the Community

**Demographic Information:** 37yr old mother of two boys (6 & 8yrs old)

**User Scenario (Context of website use):**

**Scenario 1:** Jade is an active member in her local community. Her two young boys have recently become interested in the “twinkling lights in the sky.” She wants to find other members of the community to help her educate her children about the stars, galaxy and universe. She finds the MiraCosta Astronomy website, and reaches out to Rica via contact page.

**Scenario 2:** Jade wants to take her kids to an observatory but when she researched on her phone for nearby observatories, nothing came up. She decides to search for “star viewing party” instead. The MiraCosta Astronomy website is suggested. She finds the “star party” info under the “Observing” navigation tab.



## Olivia

**Demographic Information:** 18 year old future student at MiraCosta college.

**Character/Description:** Olivia is an aspiring astronomer intending on transferring to SDSU to pursue a bachelor’s degree in astronomy. Tech ability: Average web user. No experience in web development or html, css, js.

**User Scenario (Context of website use):**

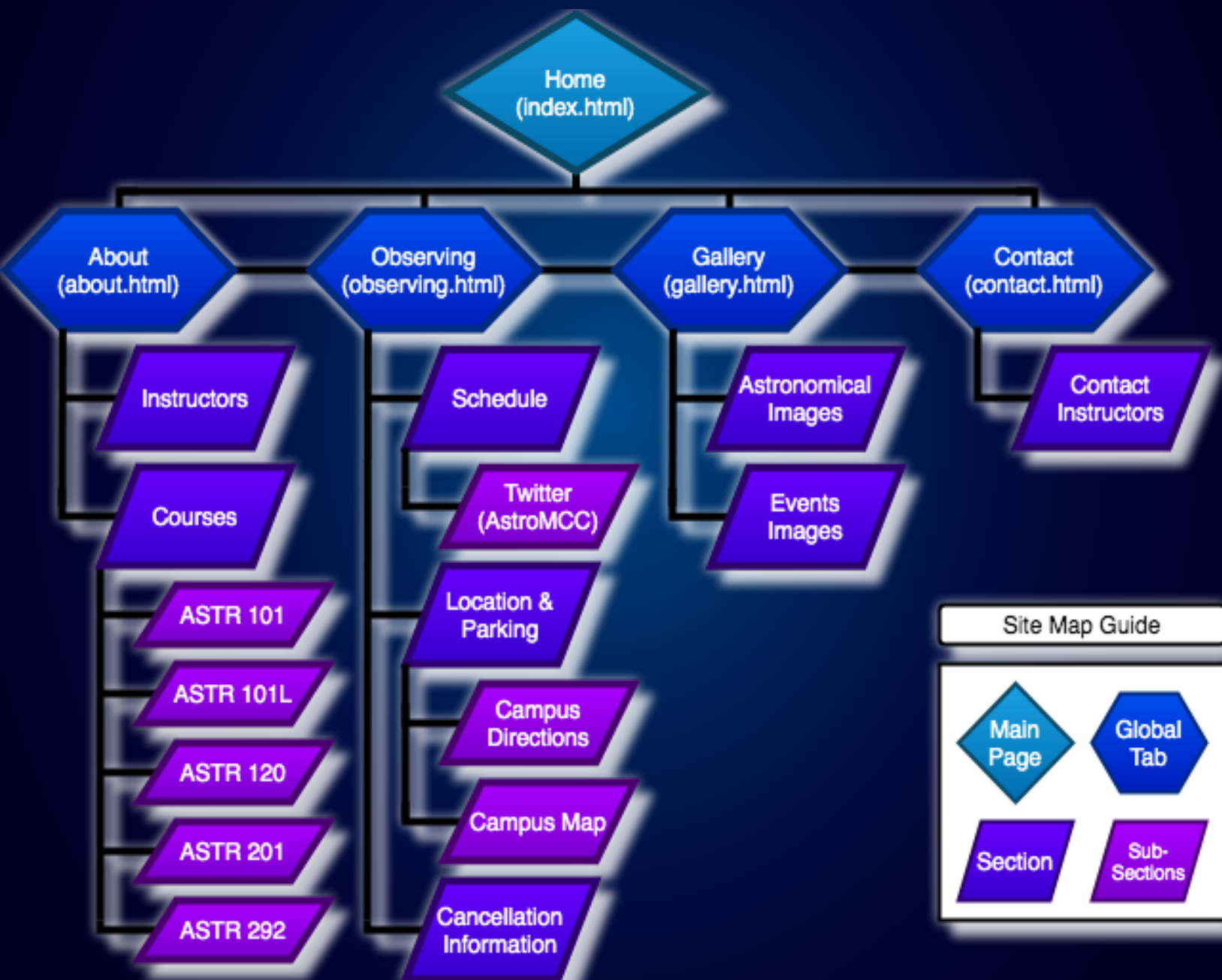
**Scenario 1:** Olivia is looking for information on MiraCosta’s astronomy program, including who the professors are and what classes are offered.

**Scenario 2:** Olivia is looking to meet people who share her interest in astronomy. She is on the site to see if MiraCosta Astronomy has any events similar to her high school astronomy club.



# Information Architecture

## Site Map/Flowchart



# Information Architecture

## Content Outline/Inventory

Link/Site Name/Title	Link/Site URL	Number	ID (Inner Link)	Comments
Home Page	index.html	1	(None)	Home page, Navigation tag on the bottom
About Page	about.html	2	(None)	Has the Instructors above the Courses List
Instructors	about.html/Instructors	2.1	#Instructors	
Courses	about.html/Courses	2.2	#Courses	
ASTR 101	about.html/Courses/101	2.2.1	#101	Acts as a menu dropdown with javascript
ASTR 101L	about.html/Courses/101L	2.2.2	#101L	Acts as a menu dropdown with javascript
ASTR 120	about.html/Courses/120	2.2.3	#120	Acts as a menu dropdown with javascript
ASTR 201	about.html/Courses/201	2.2.4	#201	Acts as a menu dropdown with javascript
ASTR 292	about.html/Courses/292	2.2.5	#292	Acts as a menu dropdown with javascript
Observing Page	observing.html	3	(None)	
Schedule	observing.html/Schedule	3.1	#Schedule	
Twitter (AstroMCC)	<a href="https://twitter.com/AstroMCC">https://twitter.com/AstroMCC</a>	3.1.1	(None)	
Location & Parking	observing.html/LocateWithPark	3.2	#LocateWithPark	
Campus Directions	<a href="http://www.miracosta.edu/officeofthepresident/pio/downloads/directions_oc.pdf">http://www.miracosta.edu/officeofthepresident/pio/downloads/directions_oc.pdf</a>	3.2.1	(None)	
Campus Map	<a href="http://www.miracosta.edu/officeofthepresident/pio/downloads/map_oc.pdf">http://www.miracosta.edu/officeofthepresident/pio/downloads/map_oc.pdf</a>	3.2.2	(None)	
Cancellation Information	observing.html/Cancellation	3.3	#Cancellation	
Gallery	gallery.html	4	(None)	
Astronomical Images	gallery.html/AstroImages	4.1	#AstroImages	Images will be designed as jQuery Gallery (Images provided by Client if any)
Events Images	gallery.html/EventImages	4.2	#EventImages	Images will be designed as jQuery Gallery (Images provided by Client if any)

# Information Architecture

## Wireframe/Page Schematics

