Design Department
Information Architecture

Information Architecture

1. Navigation and Architecture

Website Pages:

The names of the pages with their page headings and titles are as follows: (for the following examples we are using “www.mcc-design.com” as the website’s web address)

Home

URL: www.mcc-design.com

Title: Home | MCC Design Department

Heading: None

Gallery

URL: www.mcc-design.com/gallery

Title: Gallery | MCC Design Department

Heading: Gallery

Maker Lab

URL: www.mcc-design.com/maker-lab

Title: Maker Lab | MCC Design Department

Heading: Maker Lab

About

URL: www.mcc-design.com/about

Title: About | MCC Design Department

Heading: About

Maker Club

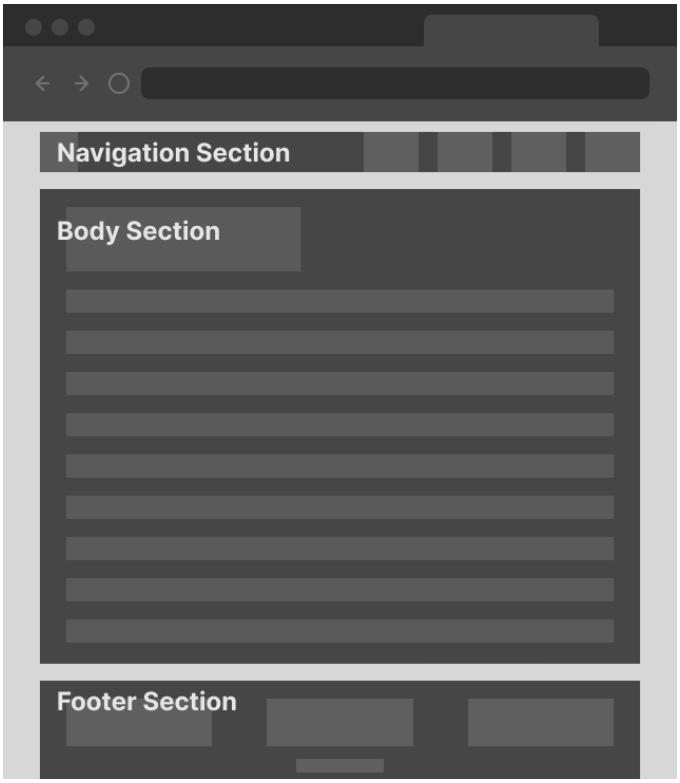
URL: www.mcc-design.com/maker-club

Title: Maker Club | MCC Design Department

Heading: Maker Club

Page Structure:

Each page will have **three main sections**: Navigation, Body, and Footer Sections.



Navigation – Will be on all pages and will include:

- Department logo
- Links to the other pages on the website.

Body – Contain content such as:

- A banner containing the name of the page.
- Specific content related to the page.
    - ex. Student Gallery - student work.
- Specific copy/text related to the page.

Footer – Will be on all pages and will include:

- Contact Us
    - Campus address
    - Building number
    - Phone number
- MCC Design Catalog page link
- Social Media links
- MCC Engage page link
- Copyright information

Categories:

The following are suggested categories for the website:

- Events
- News
- Student Work
- Course

File Naming Conventions:

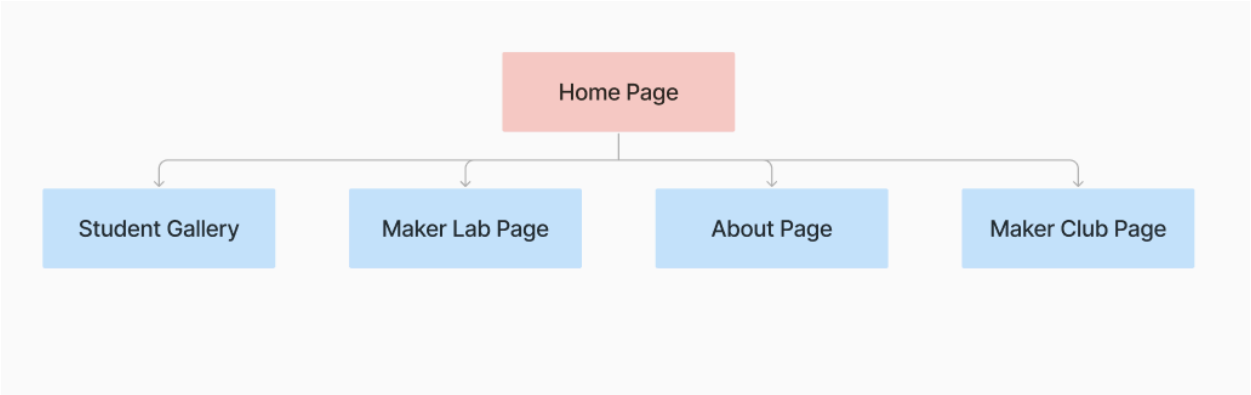
Year-Course-StudentFirstNameLastName-Project-Name

Example:

2024-DESN101-MikeWhite-Drone-CAD-Schematics.cad

2023-DESN204-SarahWalker-Chair-Prototype-1.jpg

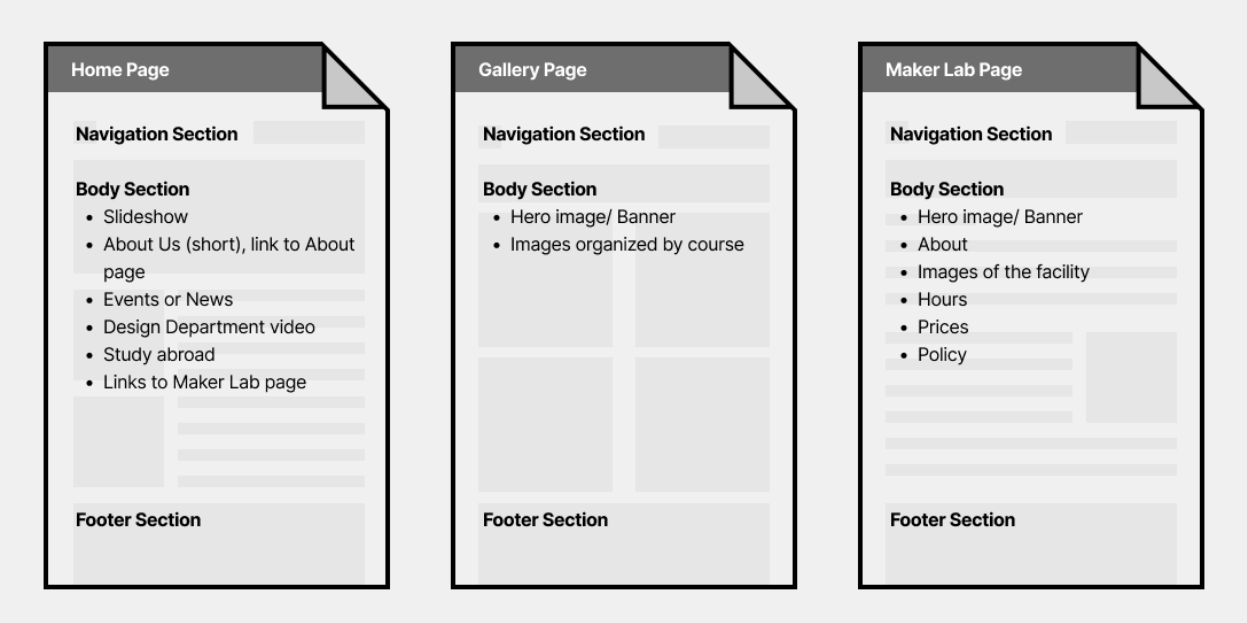
2. Site Map / Flow Chart

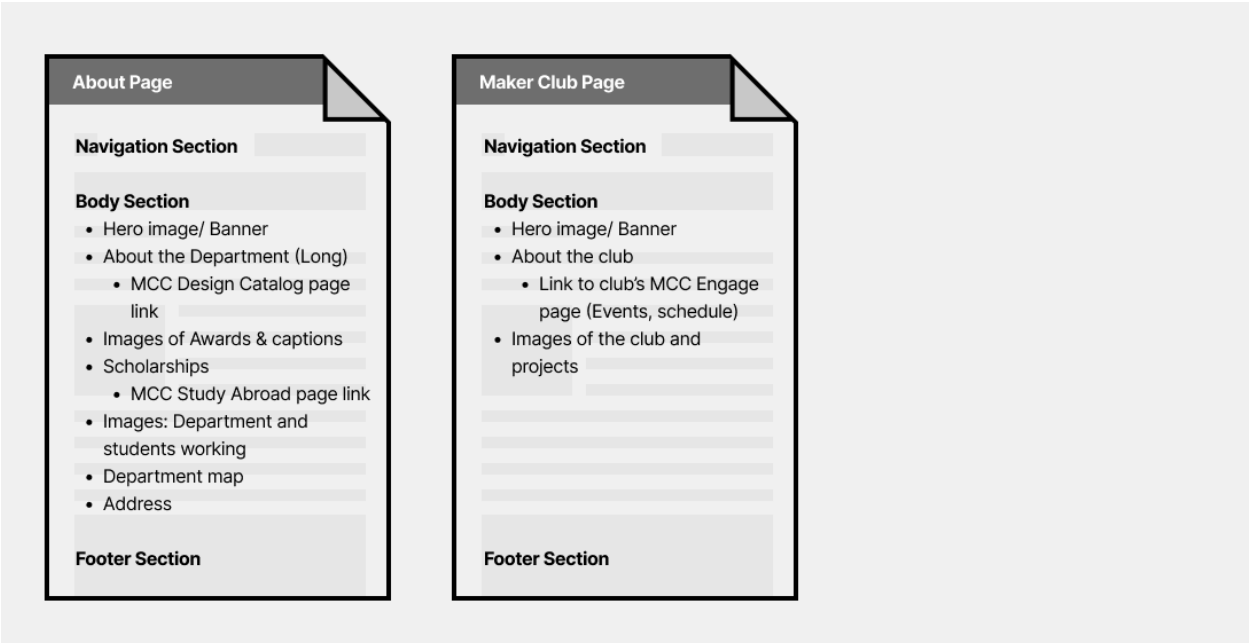


3. Content Outline / Inventory

Page Content:

Each page will have the following content:





Elements:

Global Elements – Navigation, Banner(except Home page), Footer.

Local Elements – Content/Information for each page.

Shared Links:

Content Folder link: Content-Inventory

Asset Repository Folder link: Website Image Gallery

DESIGN DEPARTMENT

Published Date:	Current Stage:	Author Byline:	Title:	Organic Page Views - Last 30 Days:	Primary Keyword(s):	Category:	Published URL:	Link to Google Doc Outline + Copy	links to assets in Google Drive:	Date of Last Refresh	Changes Made During Refresh	CTA Description	Notes:
11/20/24	Published	Jane Doe	[Title of Individual Page]	{once published - for ongoing audits}	[needs page relevance for SEO]	Resources	https://www.positiv	{Develop each page in its own doc}	{redacted}	{once published}	{redacted}	Our Optimize toolset	
			Home					{be sure to include heading and copy se	{redacted}	{redacted}	{redacted}	Our Email Newsletter	
			Gallery					{include inline links to images and pdfs}	{redacted}	{redacted}	{redacted}	Our SEO Podcast	
			Maker Lab									Our Email Newsletter	
			About									Our Optimize toolset	
			Maker Club										