

re.web at the College of William and Mary
Transcript of: “A Picture’s Worth a Thousand Words”

Hi, today is Thursday, December 13, 2007 and you’re listening to Susan Evans. I’m podcasting weekly about re.web – W&M’s web redesign project and this is episode 7.

Today, the basis for my podcast is from this cliché, “A Picture’s Worth a Thousand Words.” mStoner has presented the College with a few design options for the W&M home page and we’re testing them with target audiences. The design options are not yet widely available but I can say that all three options make wonderful use of photography and so my cliché about how much easier it is to describe something with a picture seems to fit.

Within the last six days, nearly 100 students, faculty and staff at the College have seen three possible design options for a new W&M home page. All three of the design possibilities use some exceptional photographs to capture the excellence and energy of W&M. I thought it might be fun for you to hear a sampling of the responses we’ve heard about the new designs. What you’ll hear are quotations.

From the **senior administrators** at the College, we heard:

- Profiles on the site should be a mix of students, faculty, and alumni.
- Fascinating site, but does it really work?
- All three of these design concepts demonstrate exceptional work by mStoner.

Just two weeks ago, we admitted **some current high school seniors** through our early decision program. Through an online survey, these still high school students wrote about the new design options in the following way:

- Everything I would need to find is accessible on the home page.
- From this page, I see that there is a diversity of people, courses, ideas, and opportunities.
- It's a lot to take in at once. You almost get lost in it.
- Clean and classy. Navigable and not at all cluttered.

Lots of **staff members who do creative, design, and communication work** for the College viewed the designs and they said:

- This isn’t like any other web site.
- It’s about the people, and we have great people!
- It’s taking W&M to a new level it may not be prepared for.

A group of **current W&M students** committed some time during the last week of classes to see the designs and here are some of their comments:

- It's fun, and hip, and very personal.
- What they've got now is so bad that all of these look fantastic.
- W&M's sense of tradition and prestige - that's one of the things that should be presented first and foremost. W&M's reputation is important, fusing this design with that would be cool.
- It's very modern and progressive, clean and crisp.
- It's classy and sophisticated.

This is an exciting part of the re.web project, after all there's something contagious about show-and-tell.

Thanks for listening. Until next week.