



# University of Brighton

[www.brighton.ac.uk](http://www.brighton.ac.uk)

## About our client

The University of Brighton gained university status in 1992 and since then has had on average 18,600 students per year.

The University places a special emphasis on employment-based learning and maintaining one of the best graduate employment records in the UK. Every course covers a range of personal and professional skills closely based on what their partner employers tell them will be needed for future success in high level professional and technical employment. They have also expanded to open a medical school in collaboration with Sussex University where courses start in 2003.

They maintain consistently high standards across all areas of study. Over recent years Brighton's government inspection record is one of the strongest of any UK university with no areas judged as requiring significant improvement and many judged as excellent.

## Business requirements

The University of Brighton wanted their website redesigned in order to raise its online profile.

The website had become increasingly important in encouraging potential students to attend the University of Brighton. It had to display a lot of news, academic information and facts in a clear and easily accessible way. All the information potential students could require regarding courses, location, housing and fees had to be available online.

At the same time the site had to provide online support and information to current students, staff, alumni, local business, researchers and press.

## Project Type

Design

Consultancy

Training

## Keywords

Online identity

Accessibility

Usability

The site also needed to be integrated into the existing media that the University had produced, ensuring that a re-brand would not be necessary. The intention was to establish a more professional site that worked coherently with their other marketing materials.

As an educational establishment, the University of Brighton was keen to adhere to all usability and website design standards. They also needed to be able to update and alter the site in-house without having more design work done.

### **Keymedia solution**

In response to the University web teams predefined requirements, Keymedia took a strong creative approach. The result was a clean, contemporary design that followed the University of Brighton's existing branding, successfully creating a coherent identity across all of the University's media.

As part of our involvement with the University we also took the opportunity to re-focus the website. Due to the vast amount of information that the University wanted to display online, we suggested a new structure that was intuitive, robust and also provided various revenue generating opportunities.

To enable University staff to update and expand the website internally, we created a flexible range of templates. We provided the internal team with Dreamweaver and Photoshop training and they now manage their own site, staying on top of recent developments and keeping the site fresh.

The site is fully accessible, complying with the recommendations of the W3C and the DISinHE (Disability in Higher Education). Keymedia's text-conversion utility easily converts web pages to a more accessible form, and provides a plain-text alternative, ensuring accessibility for all users.

### **Business benefits**

The University of Brighton website is the main public and internal source of academic and University business information. It provides:

- Coherent, cross-media branding
- Cost effective dissemination of information to a broad range of user groups
- Ease of use, adhering to usability and accessibility standards
- Site maintenance by non-technical staff in-house