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Julie Coombes, LCF Marketing Manager

# London College of Fashion

[www.lcf.linst.ac.uk](http://www.lcf.linst.ac.uk)

## About our client

As the only specialist college for fashion in the UK, London College of Fashion has an international reputation for design, consultancy and research. Based in the heart of one of the world's greatest cities, the College offers a dynamic environment in which to study fashion.

## Business requirements

The existing London College of Fashion (LCF) website was no longer meeting the requirements of the college. It was built entirely in Shockwave, was slow to load, difficult to update and lacked accessibility and usability.

In order to understand what users wanted from the new site, Keymedia held a one-day workshop in the function rooms of the Royal Institute of British Architects in Portland Place. We invited a wide spectrum of potential users including students, lecturers and people from the fashion industry. Through relaxed and informal discussion, we were able to discover that LCF's main objectives were to:

- Increase the number of higher education and overseas students
- Reinforce its position as industry leader
- Increase industry and academic partnerships
- Increase pioneering research activities
- Develop a community for the fashion industry
- Strengthen their reputation for supporting students from their initial interest in fashion right through the development of their career management system

## Project Type

Web Design

CMS

## Keywords

Accessibility

Usability

The college needed a site that would illustrate the work of the college, raise their profile and attract more students. College staff also had to be able to update the site, without needing IT or web skills.

### **Keymedia Solution**

We designed a fast, clean site aimed at students, staff, professionals and educational institutions, which includes course profiles, careers guidance and student information for UK and overseas students. It also has areas devoted to research projects, industry news and events, reflecting the breadth of skills and unique integration with the fashion industry.

With the design and structure in place, the site is now wholly maintained by college staff who write, manage and upload all content using 'Koko', Keymedia's flexible content management system.

### **Business benefits**

The redeveloped site assists the college in increasing industry and academic partnerships and pioneering research activities. It also provides an online community for the fashion industry and strengthens LCF's reputation for supporting students from their initial interest in fashion right through the development of their career.

LCF's objective was to raise the college profile with higher education and overseas students as well as reinforcing its position as industry leader. This objective was met within weeks of the new site launch in 2002; the site now receives more than 3 times more enquiries from prospective students than before.

### **Julie Coombes of London College of Fashion says:**

"The dynamic nature of the website enables staff to keep potential students and the fashion industry informed about up to date news, forthcoming events, and developments in research at the College as soon as they happen. In the short time that the new site has been up, enquiries about short courses have increased dramatically."