Website Design for Yamhill Enrichment Society

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Website Design for
Yamhill Enrichment Society

By Jaffy Xiao
Linfield College
05/08/12
Introduction

• About me
  o Mass communication senior from China
  o Experiences: Two-year college journalism, one-year website management and video production

• Yamhill Enrichment Society:
  o YES is a local nonprofit organization that aims to enrich Yamhill County with projects supporting education & the arts, food & agriculture, and history & community.
  o Susan Sokol Blosser is president of the board and the supervisor of my internship

• Goal:
  To build a new website for YES
Situation Analysis

- The old site was built by iWeb
- Susan bought two more years of domain on Godaddy.com
- Paloma Dale built a Wordpress site in January Term
- Failed to export & import content from Paloma’s site
- Domain server was still directed to the old site
Actions & Achievements

• Frequent communication with Godaddy.com technical support in March
• Successfully launched out the new site in April
• Implemented appropriate strategies of design and structure in a big picture
• Header & logo design
• Detailed changes of design and content
• Add more components to enrich the site

www.yamhillenrichmentsociety.org
Things I learned

• My Strengths from *Now, Discover Your Strengths*:
  o Learner: website design
  o Strategic: Strategies of design, content structure
  o Developer: develop a new advanced website based on the old one
  o Connectedness: client-agency relation
  o Relator: relate my print design experiences

• Career Positioning

• I can do more than this!
Thank You!

Any questions?