

Brief

Project aim

To improve the existing Higher Education and Careers web site and raise awareness of college students aged 16-21 about its existence.

My primary research showed that above 65% of my randomly selected sample either does not know about the site or is being put off by the format of the information. This level of unawareness explained the high non-response rates from the pilot questionnaire that was previously distributed.

Please refer to **Appendix A>First Questionnaire result tables** for detailed overview of the current student feedback on the subject matter.

Further research is required to explore the ways in which the message is being communicated through the internal college network and what are the barriers that make it less effective. Detailed semiotic deconstruction of the HE web-page in conjunction with the relevant theory of paradigms will be required in order to establish possible errors in its presentation.

Audience

Primarily I am targeting male and female students of St.Vincent College aged 16-21 and who are planning on doing a university course in the near future.

Whilst producing a summary following the distribution of the first questionnaire, stratified nature of the target audience became apparent. Nonetheless, more emphasis is being put on the second year students who form 82% of the project audience from which 54% are males and 46% are females.

Both sub groups seem to suggest similar aspects for the HE page improvement; however, determination of the alternative colour scheme will require supplementary qualitative research.

Medium (Artefact)

HTML based web site, with *clear style* layout and educational theme. St.Vincent college colours and logos are planned extras to be included as well.

“Careers & HE” page is easily accessible to the college population. It is directly linked to the UCAS main web site and other information concerning surrounding topics such as finance advice and accommodation guide.

I suspect that bright colours are used inappropriately, combined with the difficult navigation is a possible semantic barrier to communication. Although, I have taken into consideration that these features might serve the purpose of aiding the people with dyslexia, I have received a couple of complaints from this group of students. A series of interviews were planned to discuss the issue with these people.

Cost

This project is being conducted specifically to improve the quality and level of communication of the Careers Department of St.Vincent College with the students. Thus the budget for the project will come from the affected department.

Appeal of the web site and its long-term effects are going to determine if any additional financing is going to come from the main college budget. So far I am expecting to keep the budget in range of £12-25 given that I will be assembling the final version of the medium myself, thus cutting down on specialist labour cost.

Below you can see the main budget plan:

Arrows: £2+

Buttons: £2+

Backgrounds: £8+

Banners: £5+

Total: £17

Chris Little Careers and HE Manager & Carolyn Bullock St.Vincent Careers Coordinator have agreed to supply the required funds.

Further costs information is located in the Appendix B2 it reviews the cases of a significantly larger budget possibilities.

Number of Words: 521