Information Architecture
High level design of UCSC's web presence: What information is most important? How do users navigate UCSC web sites?

End-User / Functional Analysis

Brand & Image Strategy

Navigational Structure

Creation of new institutional identity content

Collaboration / Review

Taxonomies

Design & Content Standards
Based on IA, what design and content elements are consistent across all web sites? What tools and guidelines are available to campus web designers?

Branding Standards (Design & Content)

Navigational Standards

Web Accessibility Requirements

Collaboration / Review

Template Design
A suite of templates utilizing UCSC design standards, for use by web designers and content managers as a starting point for assembling pages

Suite Planning

Design Execution

Service Planning

Collaboration / Review

Project Management
Day to day tasks for ensuring an effective project that delivers on objectives within an agreed time frame

Planning / Managing

Scheduling

Communications

Documentation