

Wednesday, August 20, 2008

Web site redesign launches Aug. 25

University Communications and Marketing will launch a new OU home page design on Monday, Aug. 25. The new page, which has been in production for several months, highlights OU's key branding/positioning messages, incorporates video and other new technology, places an emphasis on student recruitment and provides a more visually appealing and inviting layout. The redesign also includes updated sub site designs that complement the new home page.

Along with the redesign, a new global navigation will replace the current top navigation on all OU Web pages. The navigation provides options for Future Students, Current Students, OU Alumni, Visitors and Friends, and Faculty and Staff. The navigation makes it easier for Web site users to located information within one or two clicks. There are also links to the Ask OU frequently asked questions database, the new "Add this to" feature that allows visitors to bookmark sites or e-mail them to friends, a printer-friendly version button, and OU's global search.

One of the most noticeable changes is the resolution, or width, on every OU Web site, which has moved to 1024x768. This move follows a trend by users to use a 1024x768 screen resolution rather than the former 800x600 resolution. This change allows page content to take up the entire width of the screen and provides more space for page content.

The new Web site design will launch on Monday, Aug. 25. If you have any difficulty locating information or with the site, please contact thenews@oakland.edu

SUMMARY

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