# Case Study: Knight University

## Knight University

An energetic landing page that gives prospective students a glimpse into the offerings of KU.

**Created:**  
August 2019  
Jeanine Schoessler  
  
**Industry:**Higher education

**Project duties:**  
Discovery and strategy  
Brand style guide  
Logo design  
Website design

**Objective:**  
Create a university landing page that focuses on features for students that would be interested in learning about an unfamiliar university. Features include a program finder, photos of the buildings, and info about student organizations. In addition, the design should include student feedback and stories to give prospective students a glimpse into the successes of alumni.

## Generate ideas

### Point-of-View (POV) Statements:

Sean, a 23 year-old tired of working in retail, needs to find a school with a course in architecture because he wants to pursue his passion in building design.  
  
Megan, an 18 year-old who recently graduated from high school needs to find a school with a community she wants to be involved in because she doesn’t know what she wants to study.

### How Might We... (HMW) Statements:

provide a good sense of the community at the university?  
help users easily find information on the courses they’re interested in?  
share alumni’s successes, feedback and testimonials to increase user confidence in our programs?

## Wireframe sketches

I began with thinking about the content and CTAs for the page and considered word associations. I worked on playing with ideas where I kept iterating on types of content designs until I found some that worked well to present the content. I then developed rough sketches and used those to drive the more refined desktop, tablet and mobile views. I added notes to highlight the functionality of specific items, including the menu and search feature.

Content: (prospective)  
• course finder  
• admissions  
• student stories  
• organizations  
• tour campus  
• events  
• photos/video  
• search  
• chat/contact  
• social media links  
• news  
• apply

Word associations:  
• active  
• friendly  
• engaged  
• accessible  
• community  
• hands-on experience

## Mood board

To capture the essence of a friendly, energetic university, I chose pictures of students that seemed engaged and happy. Generally, the pictures include students who are actively involved in a project or event and not looking directly at the camera. The lighting is natural with a bit of saturation.

## Logo design

With the university name being “Knight University,” I chose to focus on logos related to the letter K, horses, and even some medieval elements. However, the logos I tried that included swords and knight’s faces felt more brooding than competitive, so I focused on working the horse’s silhouette into more designs.  
  
After many iterations, I chose the logo incorporating the horse into its negative space, and I worked on refining and vectorizing the logo.

## Style tile

For this project, the style tile included elements such as defining the color scheme for background colors and CTAs. In addition, it included a typography set that uses one font-family for the headings and another for the body content.  
  
I reviewed many schools that incorporated purple: most seem to use a purple-and-white or purple-and-gold color scheme. I also looked for instances of teal, but I found many uses were inaccessible in contrast. Working more with material design's color library, I found pleasing colors and palettes with the accessible contrast I needed for this design.  
  
Included elements:  
• Color palette   
• Typography   
• Logo   
• Photography examples   
• Icon set

## Refined wireframes

Using the strongest designs, I created the mobile, tablet, and desktop layouts.

## Final design

After creating two high-fidelity designs to experiment with different components, I combined the elements into a final design. With a careful eye for consistent whitespace between elements, readable fonts and adequate line-spacing, and bold colors, the final design hopes to promote the energy and community of Knight University when prospective students visit the website.  
  
**Final design features:**  
• Student testimonial quote and video with links to read more stories  
• Aerial view of campus in large hero with call to visit campus  
• Accessible program/course finder area with recommended areas of study  
• A large section that invites students to apply  
• News and events about the community and upcoming events targeted   towards prospective students  
• An Instagram feed with a hover effect to learn more  
• Social media links in footer  
• A large mega menu  
• A search modal featuring popular links and common searches

Desktop

Tablet

Mobile