

website moodboard

Compton College

October 2021

overview

A moodboard is a visual tool that helps communicate our concepts and visual ideas. We have broken out each design element with existing inspo to express our vision for your website and show our process of building a well thought out system, while keeping your specific functionality needs in mind. At the end of this presentation you will find a planned arrangement of all the design elements put together in a moodboard for your approval.



design elements

- imagery / photography
- icons / illustration / graphics
- typography
- buttons
- color palette

functionality

- navigation
- interactive
- mobile integration
- etc

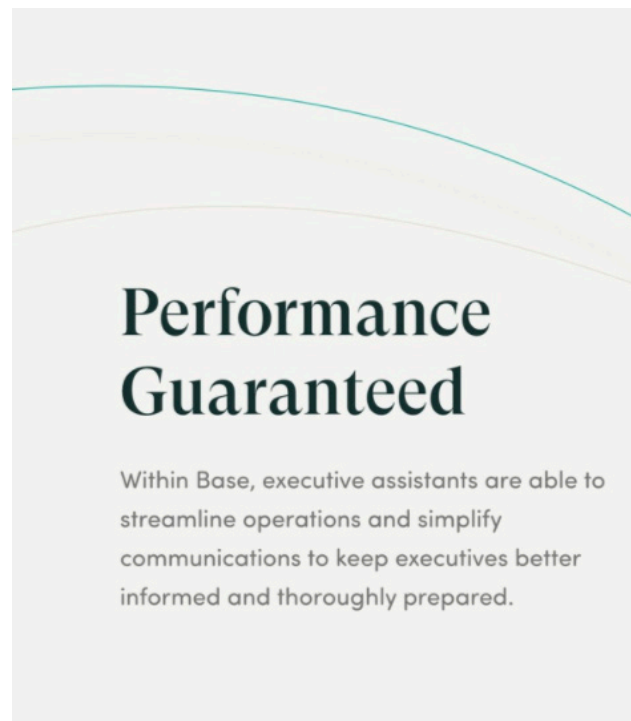
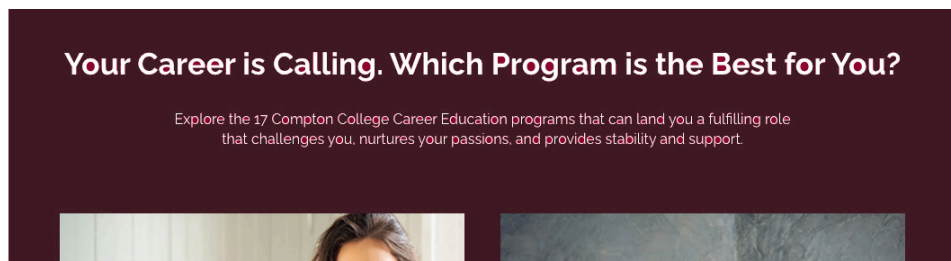
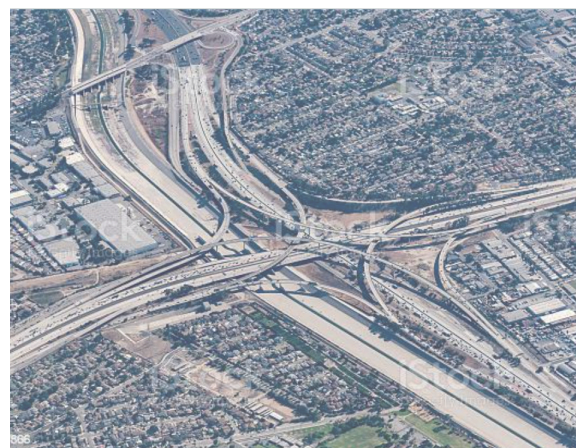
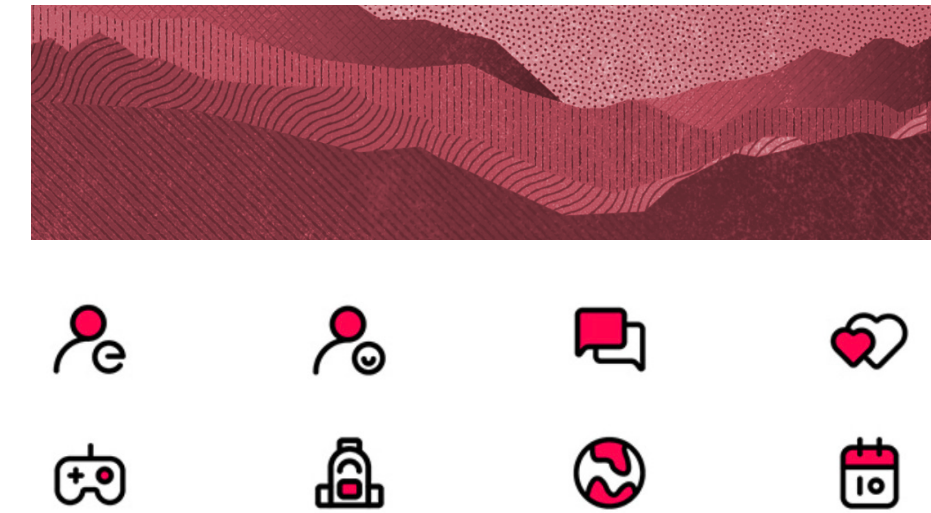
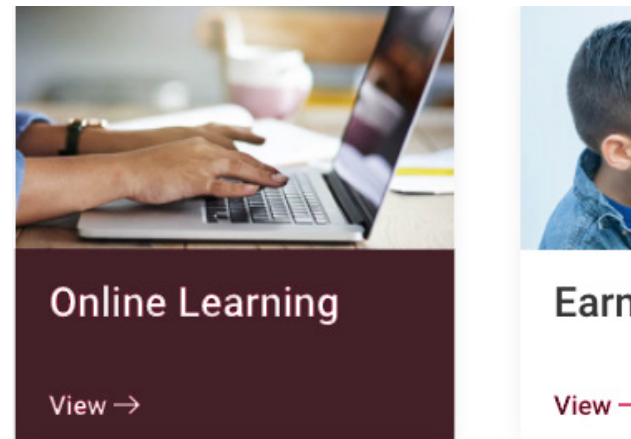
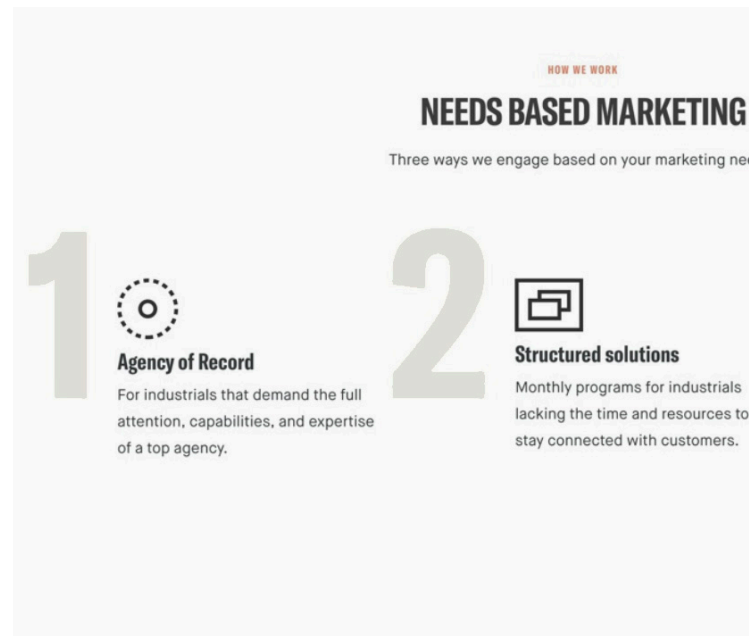
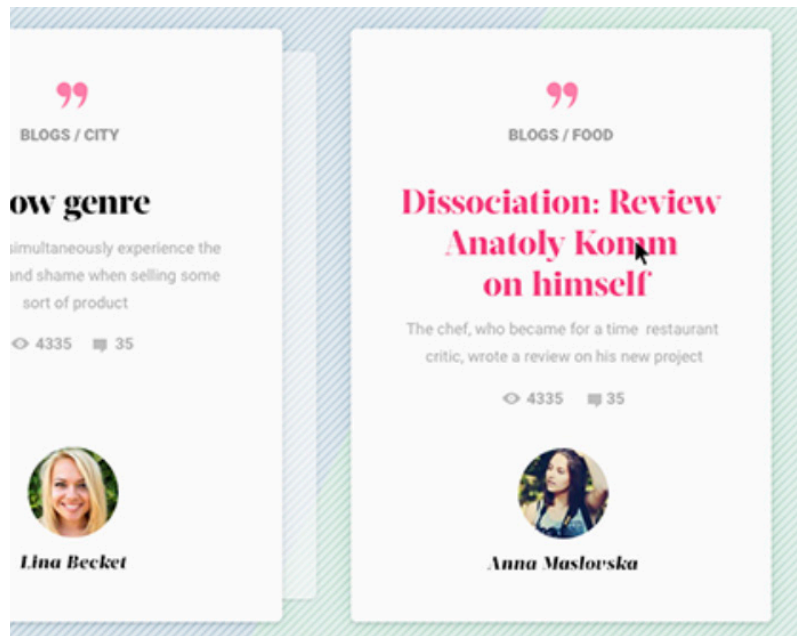
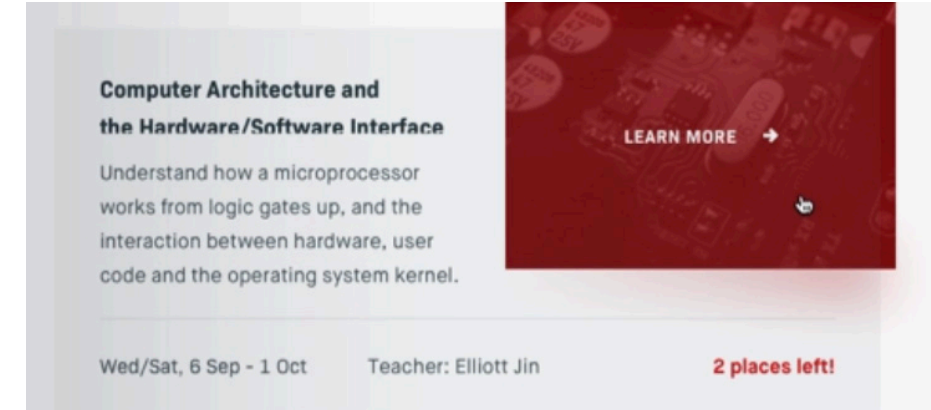
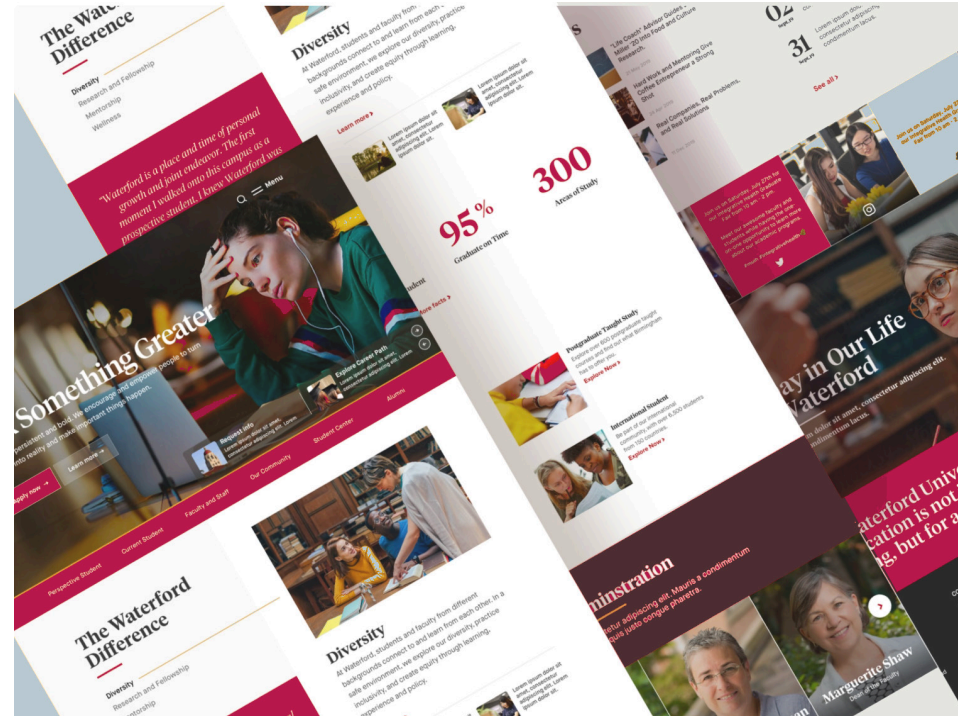
client feedback

Your job today is to provide any feedback that will help to align our ideas with your vision.

We want to know what you like, what you don't like, what is missing and what questions you may have; all while keeping in mind that images, graphics, text, etc. are merely examples to express the direction we see for this project.

hub city

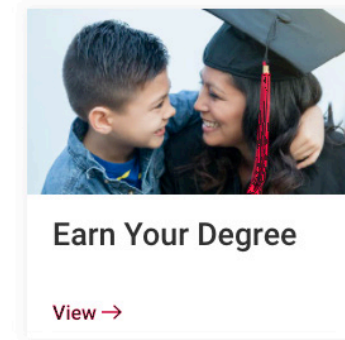
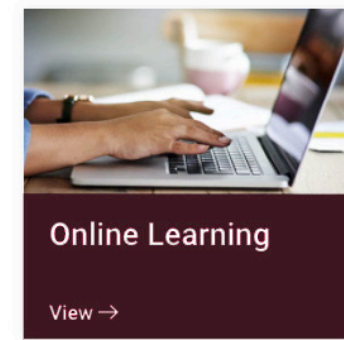
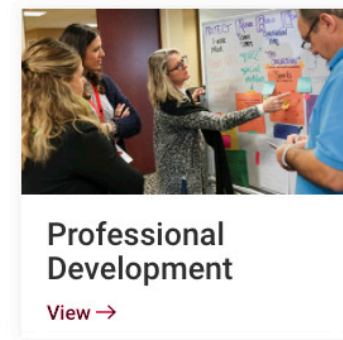
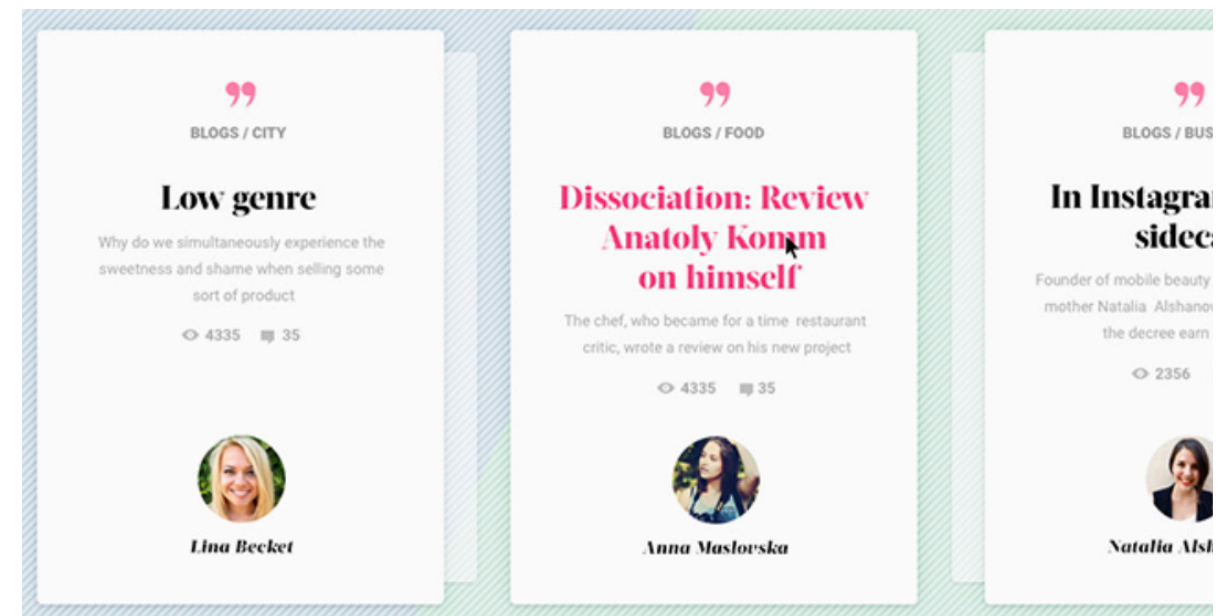
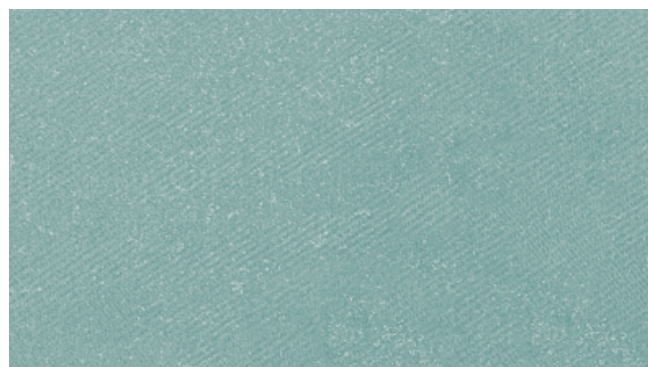
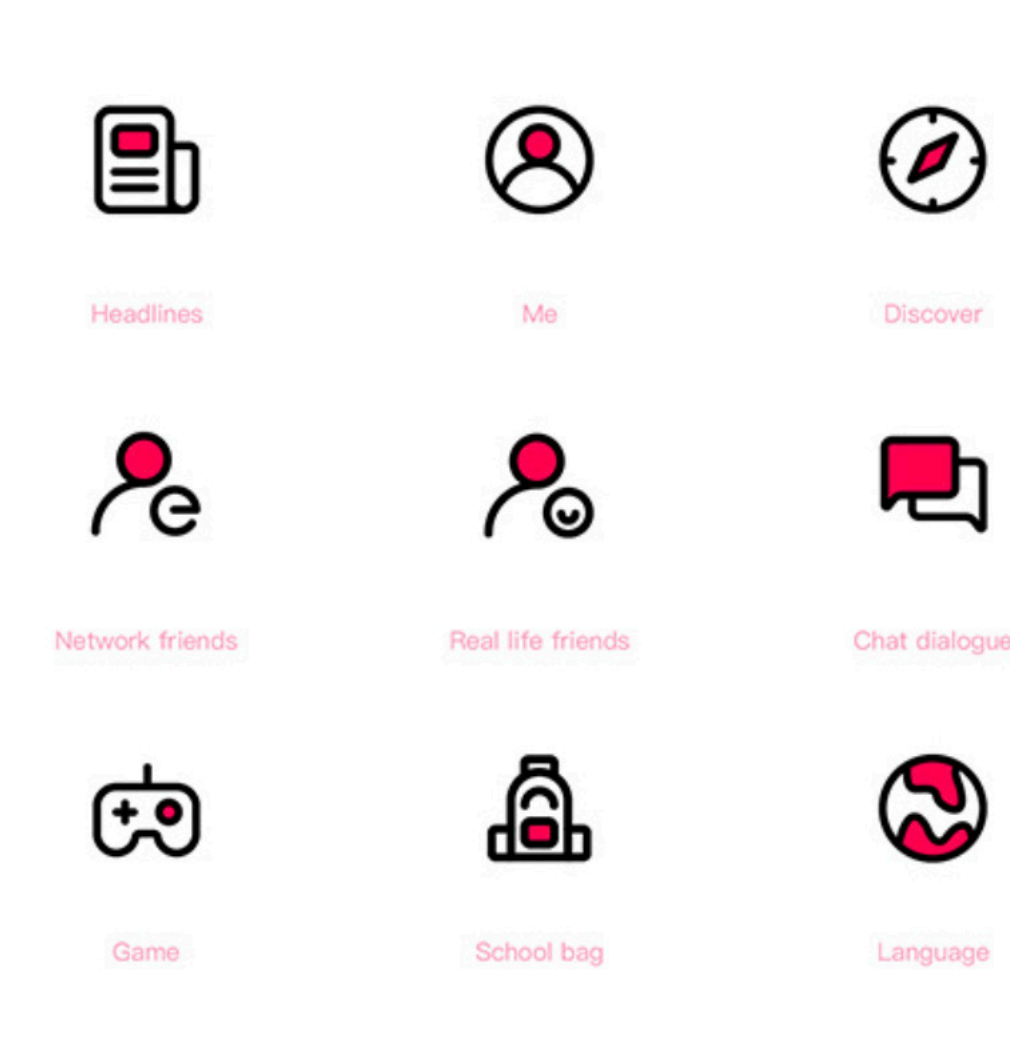
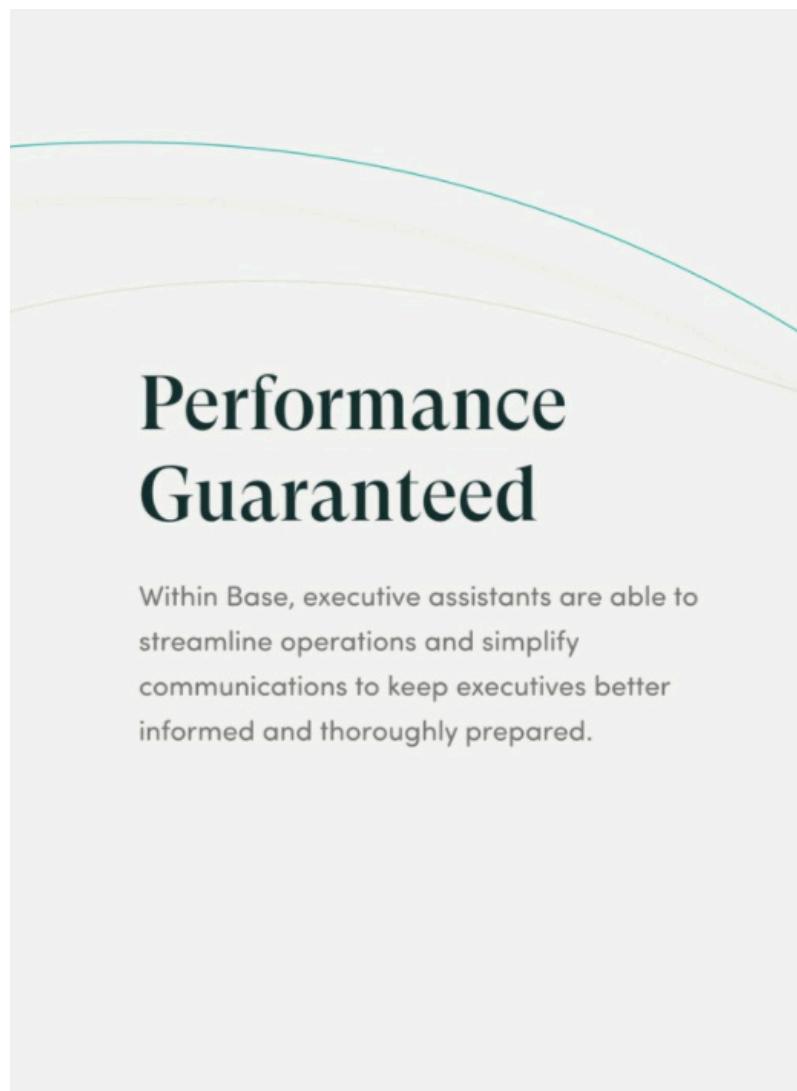
The goal for the brand refresh that we will be applying towards the website is to leverage the consistency of the Compton College brand but push it to the next level. The color palette will be expanded for a fresh, modern look with red used sparingly to indicate clickable text and other user experiences. Large numbers, photography and other graphic elements will work together to show not only the student success stories, but the resilience of Compton itself. Maps, moving lines, texture and other graphic elements will create a sense of movement which is perfect for the Hub City – the very center of LA County. There is opportunity for custom icons that will work perfect in this minimally modern design that utilizes whitespace, clear messaging, and intentional color to guide the user at every stage of their journey.





Where can we get more campus beauty & student success images? Maps? x combo of google images, CC instagram & stock





HOW WE WORK
NEEDS BASED MARKETING

Three ways we engage based on your marketing needs:

1



Agency of Record

For industrials that demand the full attention, capabilities, and expertise of a top agency.

2



Structured solutions

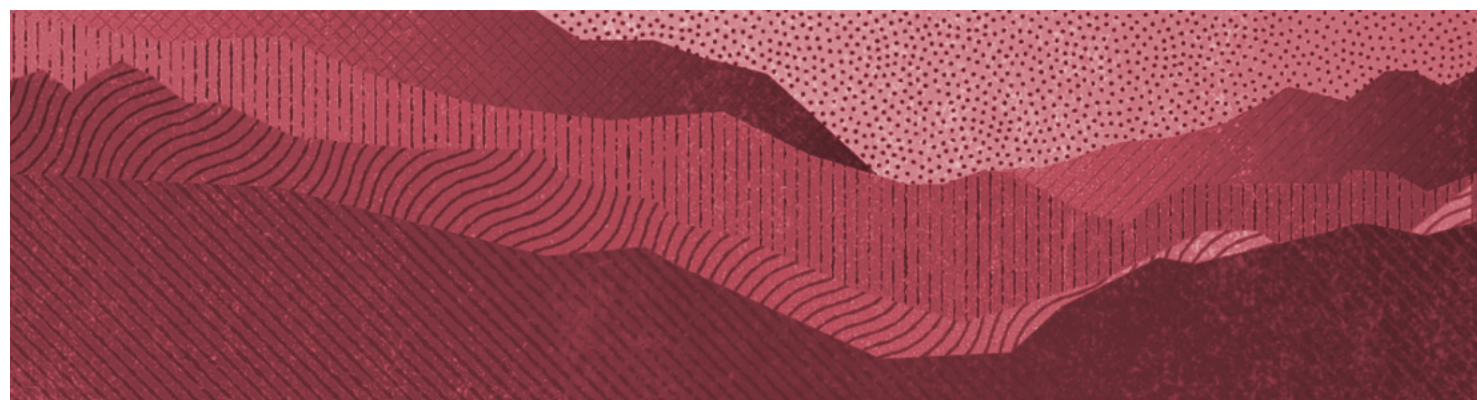
Monthly programs for industrials lacking the time and resources to stay connected with customers.

3



Project basis

For industrials that have a project that demands no less than the best in strategy and execution.



BLOGS / FOOD

“

Dissociation: Review Anatoly Komm on himself

The chef, who became for a time restaurant critic, wrote a review on his new project

4335 35

Anna Maslovska

BLOGS / BUSINESS

“

In Instagram with sidecar

Founder of mobile beauty salon and a young mother Natalia Alshanova - how women in the decree earn Instagram

2356 20

Natalia Alshanova

Computer Architecture and the Hardware/Software Interface

Understand how a microprocessor works from logic gates up, and the interaction between hardware, user code and the operating system kernel.

LEARN MORE →

Wed/Sat, 6 Sep - 1 Oct Teacher: Elliott Jin **2 places left!**

Professional Development

View →

Online Learning

View →

Earn Your Degree

View →

Get on the waitlist

Email Address

GET EARLY ACCESS

GET API KEY →

VIEW API DOCS →

H1

Academics

Orpheus Pro Bold

Aa Bb Cc

H2

MISSION STATEMENT

Orpheus Pro Bold

Aa Bb Cc

Body

Compton College makes a positive difference in people's lives. We provide excellent comprehensive educational programs and services that promote student learning and success in collaboration with our diverse communities.

Raleway Medium

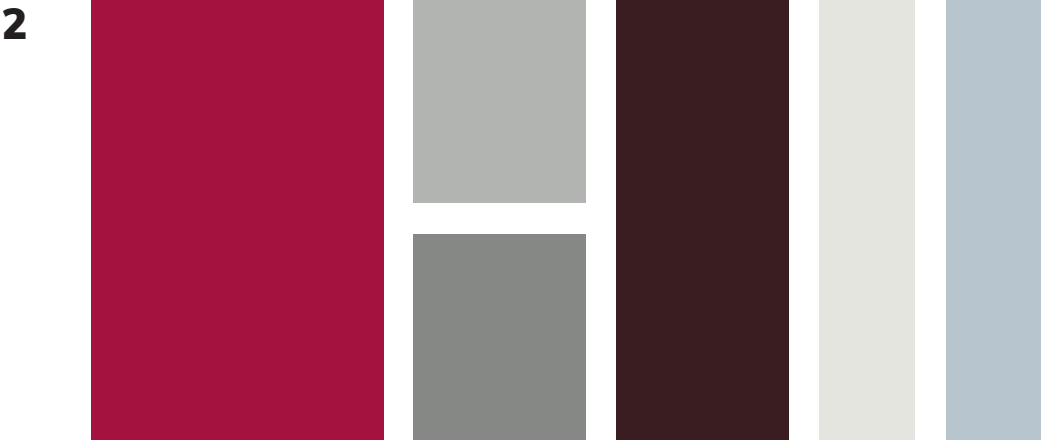
Aa Bb Cc

Clickable

[LEARN MORE >](#)

Raleway Bold

Aa Bb Cc



* Dual- grey for contrast purposes
Current brand gray is not ADA compliant on white





thank you

Questions?

Next Steps.