

# Design Brief for Website

Site name – Little Yarra Steiner School

URL - <http://www.lyss.vic.edu.au/index.html>

The website opens with a group school photo and the colour scheme has a warm earthy feel together with a download of their weekly newsletter.

The navigation links are in small type font and are located on the LHS of each page making it very laborious to read each link.

Currently the site has issues with text on linked pages not being constrained to the text area. The text runs the full width of the page without the aid of a scroll bar at the bottom of the browser so at times it is impossible to read a full sentence or paragraph. Contact details for the school are in fine text at the bottom of the home page and are also very difficult to read.



## Aims of the redesigned website

The newly designed website should incorporate the schools new logo with a fresh colour scheme to incorporate the surroundings of the school.



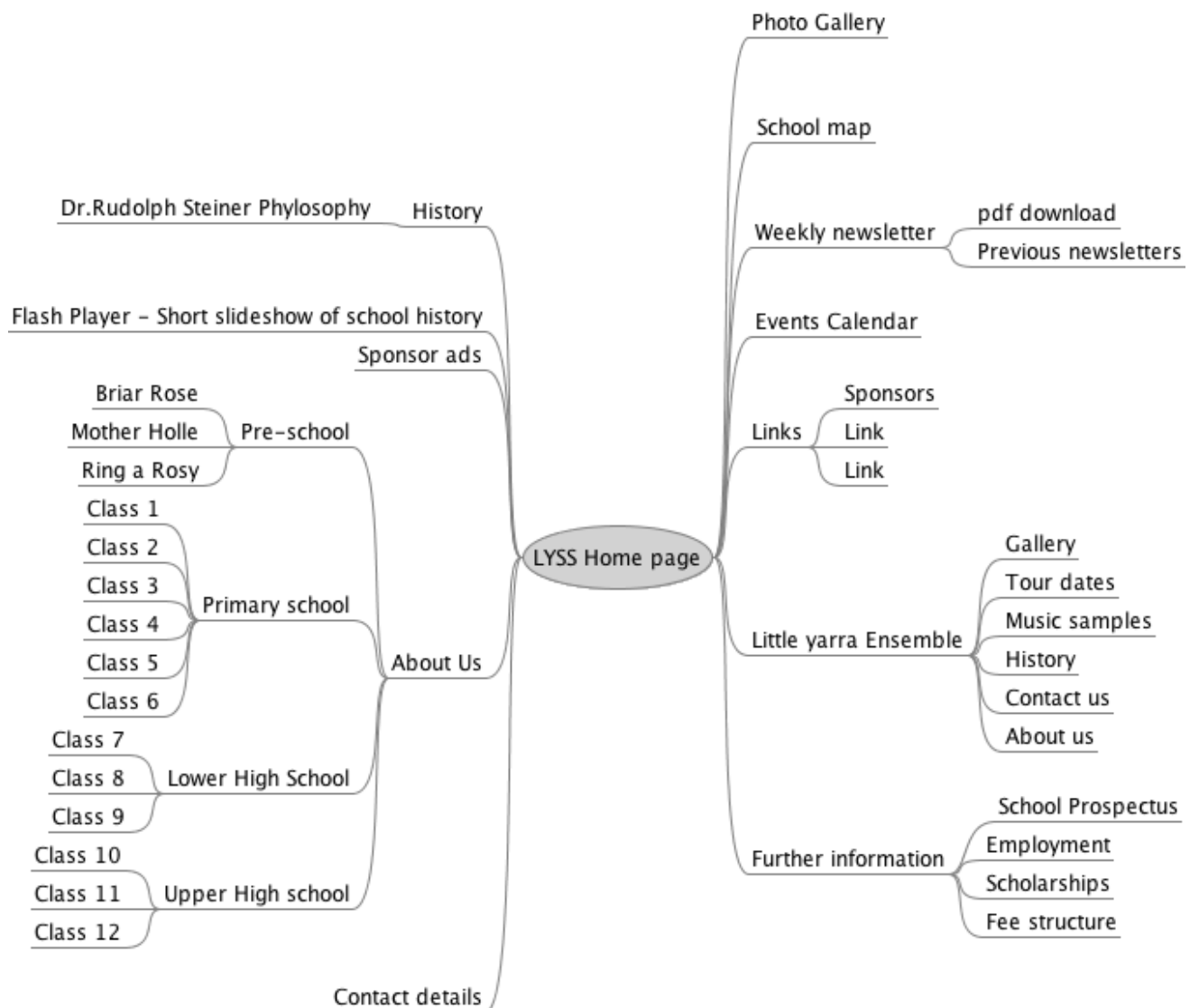
New tabs with drop down menus at the top of each page. These would allow more information on all pages generally lost on the LHS. The home page would use a flash player to display a slideshow with a brief

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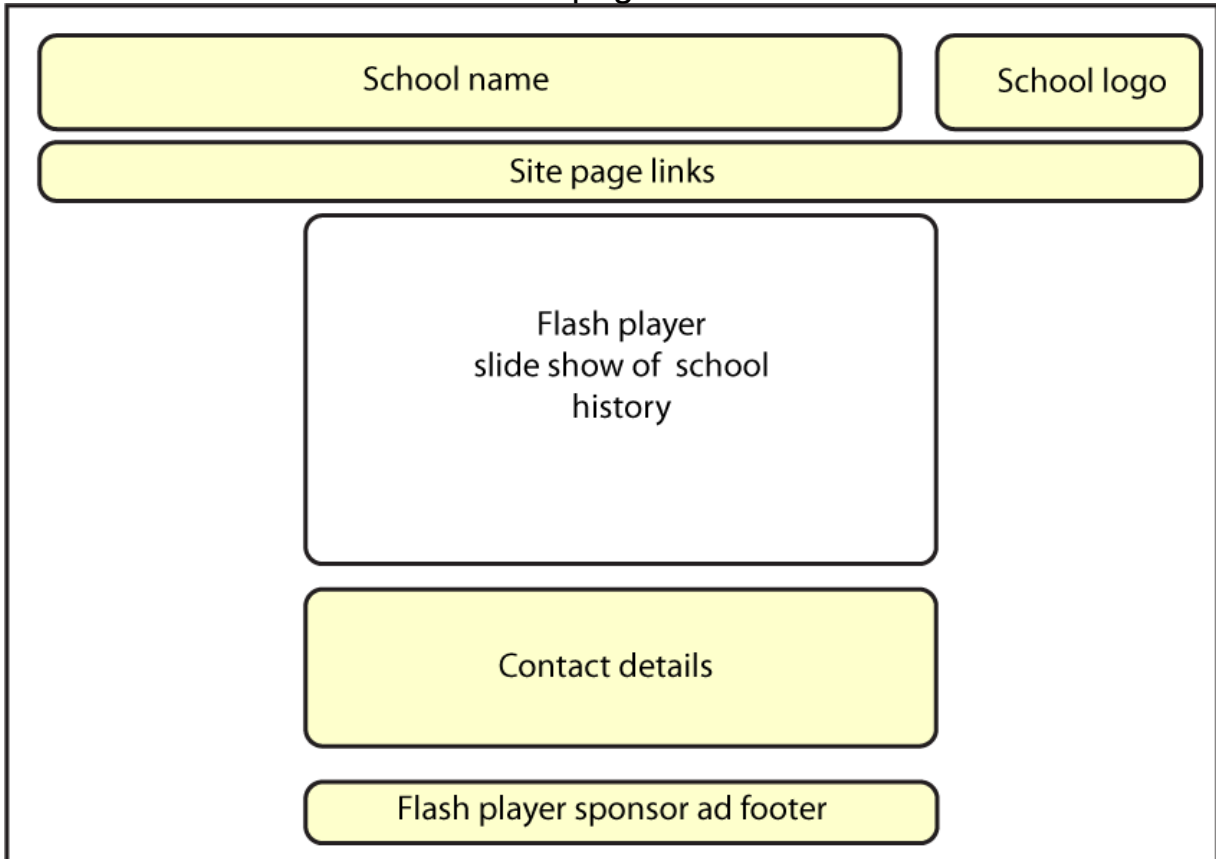
## Sitemap

A sitemap gives general information about your site and how each page is linked together.

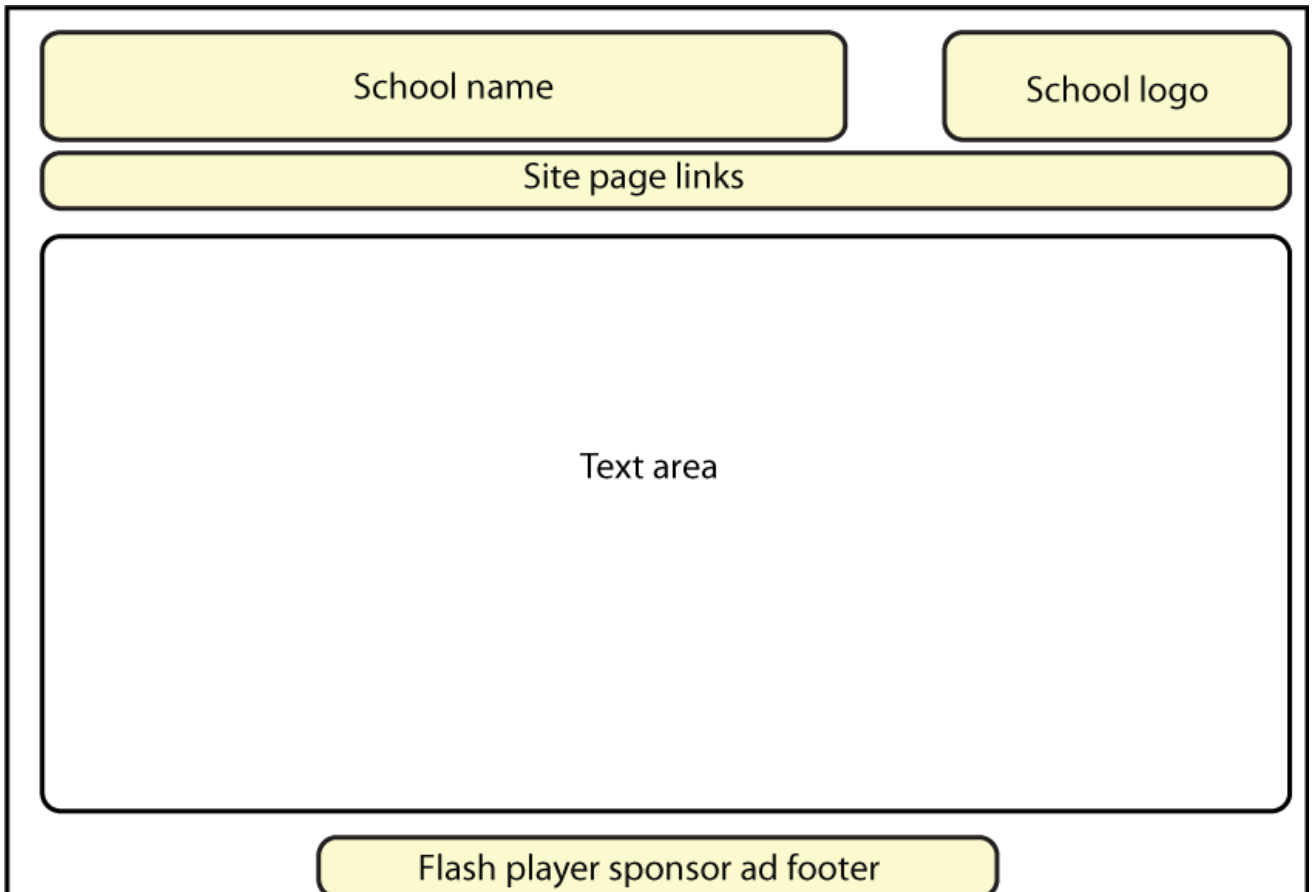


## Wireframes

A standard wireframe of the home page would be as follows...



The basic template for the following pages should be uniform throughout so as to make the site load or refresh quickly for slow Internet speeds.



The site page would also be a uniform resolution size of 1024px x 768px so as to accommodate a universal monitor size.

## **Links**

All links will have a change in colour when a cursor hovers over the top and all links will have an information bubble on various links to accommodate visually impaired visitors.

A contact page will have submission forms for the general public to ask relative questions as regards to enrolments and further information from the school.

The home page will also have a visitor counter so that traffic can be monitored.

## **Marketing strategies**

With a freshly developed and redesigned website and improved marketing strategies, the schools target audience of potential enrolments will increase. Sponsors incorporated into the marketing strategy will improve online exposure by providing links from their websites. The more sponsors the more exposure potential.

## **Maintenance**

Site maintenance and management is crucial for up to date information such as current events or leading information about your school.

Without maintaining your web site you will lose site traffic and possibly future enrolments.

## Other web sites

Visiting various competitors web sites can give you an idea of what your web site will be competing with.

[Steiner oz](http://www.steiner-oz.com) is a well designed and presented site to visit...

<http://www.steiner-oz.com/home>

The screenshot shows the homepage of the Rudolf Steiner Schools of Australia (RSSA). At the top left is the RSSA logo, a stylized orange 'S' with a vertical line, and the text 'RUDOLF STEINER SCHOOLS OF AUSTRALIA'. To the right is a search bar with the text 'Search'. Below the logo is a large banner with a wavy, ribbon-like design. The banner is divided into three sections: 'ACADEMIC' (top left, with a gear icon), 'PURPOSEFUL' (middle, with a person's face), and 'ARTISTIC' (right, with a child's face). Below the banner is a vertical navigation menu on the left with the following items: HOME, LATEST NEWS, ABOUT THE RSSA, ABOUT STEINER EDUCATION, JOBS AND PROFESSIONAL DEVELOPMENT, MEMBER'S SERVICES, RESEARCH AND RESOURCES, and SEARCH. The main content area is titled 'Welcome' and contains the following text: 'The Rudolf Steiner Schools of Australia, (RSSA) is an incorporated body representing member schools throughout the states and territories of Australia.' 'The RSSA aims to promote and safeguard the integrity of Steiner Education in Australia and seeks to facilitate exchange and represent, support and provide services to its member schools. See about us for more information.' Below this is a section titled 'What are you looking for?' with three sub-sections: 'Information about the RSSA' (with links: About Us, Member Schools, News, Press, Contact Us...), 'Information About Steiner Education' (with links: Introduction, FAQ, Starting a School, Curriculum...), and 'Jobs and Professional Development' (with links: Job Vacancies, Conferences, Professional Development...). Below these are 'Member's Services Online' (with links: Documents, Register...) and 'Research and Resources' (with links: RSSA Publications (Shop online), Research, Further Reading Links...). On the right side of the page, there are two 'Latest News' sections. The first section has two items: 'Steiner Language Teachers Conference – Orana School, September 27–29, 2010' and 'A Bridge to the Future: CLaM Conference notes in Document area', with a 'more...' link below. The second section has two items: 'Eurythmy Teacher' and 'High School German Teacher Class 1 Teacher, 2011', with a 'more...' link below. At the bottom of the page is the copyright notice: '© Rudolf Steiner Schools of Australia, 2010'.

This site is well maintained with up to date information.

Another web site to visit and obtain a comparison would be....

[Melbourne Rudolf Steiner School](http://www.mrss.com.au/) in Warranwood, Melbourne.

<http://www.mrss.com.au/>



VICTORIA AUSTRALIA  
213 Wonga Road, Warranwood, 3134  
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click to enlarge

*The need for imagination, a sense of truth and a feeling of responsibility - these are the three forces which are the very nerve of education.*

~ Rudolf Steiner

**Next Introductory Morning**  
**Friday July 30th, 9.30am**  
**Hall Annexe**

**About the School**

The teachers of the Melbourne Rudolf Steiner School strive to engender an attitude of wonder for other people, for living creatures and for the structure of the physical world around us.



click to enlarge

We wish the children to feel that they are free in essence, that they love the world, and that they are eager to assume responsibilities in the community of adults.



click to enlarge

Our work lies in helping the children develop their thought life, deepen and broaden their feelings and harness their energy for the good of the world.

The school is non-denominational, co-educational, and invites students of any race, ethnic or religious background.

Adult education and teacher training are also provided through the Melbourne Rudolf Steiner Seminar.

Please [contact us](#) for more information.

For Performance Information - 2009, click [HERE](#)

Site Content © [Melbourne Rudolf Steiner School](#) 2004  
Site by Kiwa Systems 

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<a href="#">About the School</a>	<a href="#">Kindergarten</a>	<a href="#">Primary Years</a>	<a href="#">Secondary Years</a>	<a href="#">VCE</a>	<a href="#">Contact the School</a>	<a href="#">Open Day and Fair</a>	<a href="#">Calendar</a>	<a href="#">Life After MRSS</a>	<a href="#">Employment</a>	<a href="#">Art Exhibition</a>	<a href="#">Adult Education</a>	<a href="#">Links</a>
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This site is unfortunately poorly maintained with only some current event information being updated.

Proposal contact details

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