Vocational English as a Second Language

PALOMAR COLLEGE
Learning for Success

VESL
Vocational

auto technology   cosmetology   electronics   graphics   hvac   office systems

Vocational ESL at Palomar College | Marty Furch, **Coordinator**
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Site designed by Graphic Communications 212 Class | Atlantic Team

VESL
Vocational English as a Second Language

First Phase: Define
MARKET NEEDS ANALYSIS

The VESL web site has one primary market and at least three secondary markets. The most important function of the web site is to recruit new adult students to the program. If successful, the site will inform students—or their relatives or friends—reassure them that the program is unintimidating yet effective, entice and inspire them with former students' testimonials, and motivate them to enroll.

But in addition to reaching students, the site should serve as a powerful public relations magnet to draw prospective faculty, financial sponsors, and possible emerging employers of future VESL students.

PROBLEM STATEMENT

Creating an effective internet communication tool to meet the demands of native English speakers is challenging enough. But meeting the needs of a non-native-English-speaking audience is more difficult still. The prospective VESL student requires adult-level information, presented in an easy-to-understand yet non-condescending manner. Contemporary photos that enable students to identify with people in situations like themselves will be especially eloquent. Following the lead of current successful advertising campaigns, we support replacing, wherever possible, tight, blocky paragraphs of text with pithy passages, accompanied by appropriate photographic imagery.

After analyzing the current web site, we agreed that the following changes were critical:

Shorten page length to eliminate need for scrolling
Replace serif typefaces with cleaner sans serif
Replace clip art illustrations with photographs
Maintain consistent color throughout the site

MARKET AUDIENCE

The VESL population consists of ethnically diverse non-native-English-speaking adults who have achieved at least a Level Four understanding of English. The obvious motivation for seeking enrollment in the VESL program will be either to find employment or to advance

in existing employment by strengthening the ability to communicate in English on the job. The underlying student goals are self-reliance, self-confidence and achieving a certain lifestyle. We assume that a percentage of prospective VESL students will be introduced to the program by relatives or friends who visit the site first and then recommend a subsequent student visit.

TEAM TASK DIVISION

All	Before the first face-to-face meeting, the group discussed preparedness and shared numerous color palette, layout, and logo sketches via email.
SItudent I	Find imagery and translations for the word "welcome," build home page and pop-up windows, establish inter-page links
	Authoring application: PC Macromedia Fireworks and Dreamweaver
SItudent I2	Find imagery, build Flash animated splash page
	Authoring application: Mac/ PC Adobe Photoshop, Macromedia Flash and Dreamweaver
SItudent I3	Build proposal, VESL logo, write copy,

manipulate imagery
Authoring application: Mac Adobe Illustrator and Photoshop, Macromedia Dreamweaver

SItudent I4	Find imagery, develop site navigation system, build interest survey, proofread and edit all copy.
	Authoring application: PC Macromedia Fireworks and Dreamweaver

TASK COMPLETION TARGETS

Mon	Oct. 15	Define, divide and assign tasks
		Create assets FTP location
		Visit similar sites and assess successful elements
		Produce logo sketches
Sat	Oct 20	Gather, upload assets to server

		ous platforms, browsers, internet service connections.
Mon	Nov 05	Announce Atlantic Team project completion to WebBoard, and provide link to URL

Second Phase: Design
SITE OBJECTIVES

1. Present the VESL logo clearly and consistently on to establish identity and to help build a sense of program pride and community
2. Reach out to numerous cultures by presenting the word **welcome** in several languages
3. Convey purpose immediately on home page
4. Project a successful, dynamic attitude
5. Convey credibility, quality, and courtesy
6. Provide speedy, intuitive navigation methods
7. Provide photos that speed understanding
8. Showcase inspirational models to entice enrollment
9. Transform visitors into prospects
10. Transform prospects into registrants, faculty applicants, financial donors, or in-taking employers

Third Phase: Develop
VESL IDENTITY — See proposal page 5

		Submit color palette options
		Submit found imagery
		Submit proposal draft
		Submit final logo
		Elect one color palette
		Elect images to use
Wed	Oct 24	Submit completed proposal draft
		Submit completed imagery
		Submit home page sketches
		Submit navigational diagrams
		Submit splash page draft
Sat	Oct 27	Submit interest survey
		Submit splash page final
		Submit tentative home page final
		Critique and refine all pages
Thu	Nov 01	Upload all project elements to server, test for malfunction using vari-

SITE COLOR PALETTE — *See proposal pages 6*

SITE MAP — *See proposal page 7*

SITE ASSETS STORAGE
FTP (File Transfer Protocol)
http://pluto.palomar.edu/atlantic

SITE ART FILES

VESL logo and tag line   *Palomar College logo*
six vocational photos   *two faculty photos*
preliminary sketches

SITE HTML FILES

splashpge.html   *index.html*
furchmessage.html   *hechtmessage.html*
survey.html

SITE PDF FILES
proposal.pdf

Fourth Phase: Evaluate
URL ACCESS AND TESTING
http://pluto.palomar.edu/atlantic/index.html

OPERATING SYSTEMS
Macintosh v8.6 + v9.2 + v10.1

PC Windows 98

BROWSERS
Internet Explorer v5.0
Netscape Communicator v4.5 + v6.1

INTERNET CONNECTION
NetZero dial-up 28.8-56kbps
Earthlink DSL 144kbps
Cox T1 1mbps
RoadRunner T1 1mbps

Proposal submitted November 5, 2001
ATLANTIC TEAM | GC212 | WEB PAGE LAYOUT II
J.C. Bautista   A. Brown   C. Carr   M. Chessey

VESL

Vocational English as a Second Language
success spoken here

Initial V doubles as a check mark, as used in confirming a list of skills

Initial S doubles as an energetic, ageless, genderless figure
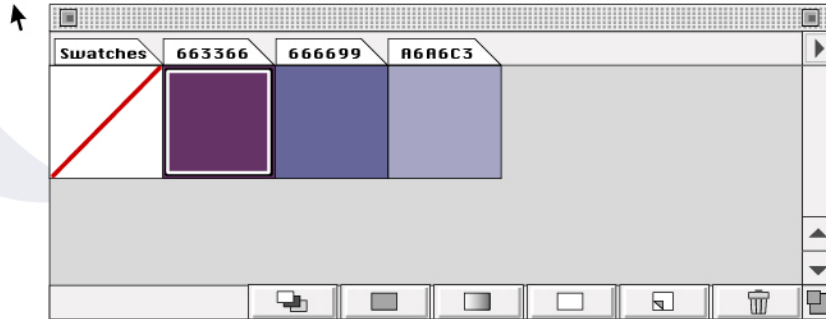
Motion streaks behind the figure suggest speed in learning vocational language and progressing toward goals

Rectangular negative area within the initial L suggests a certificate, a paycheck, a tool box, or portfolio
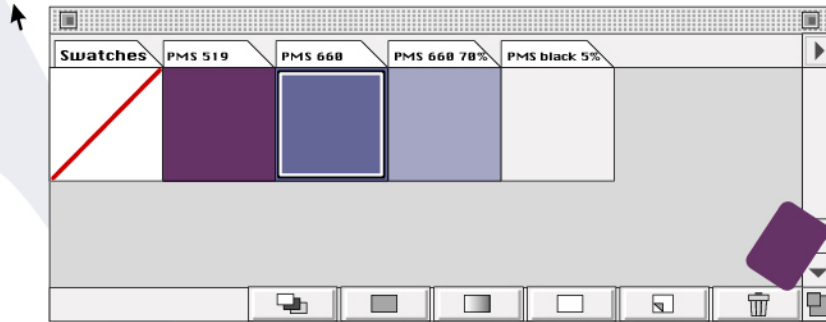
SUCCESS SPOKEN HERE tag line emphasizes results-oriented approach

Plum and periwinkle colors chosen for balanced, subdued warm-to-cool corporate appearance

WEB HEXADECIMAL PALETTE

Swatches	663366	666699	A6A6C3

PRINT PANTONE PALETTE

Swatches	PMS 519	PMS 660	PMS 660 70%	PMS black 5%

What's VESL?	VESL Faculty	VESL Vocations	VESL Courses	VESL Students	How to Enroll	VESL News
Program Overview	M. Furch Message	Auto Mechanics	ESL 96 Overview	Demographics	Requirements	Announcements
Dept. Location	Email	Curriculum	Syllabus	Testimonials	Class Locations	New Vocations
History	M. Hecht Message	Cosmetology	Materials List	Photo Gallery	Costs	New Classes
Testimonials	Email	Curriculum	ESL 97 Overview	Graduates	Scholarships	Interest Survey
Awards		Palomar Institute of Cosmetology	Syllabus		Current Schedule	
Allied Agencies		Electronics	Materials List		Registration	
External links		Curriculum	ESL 98 Overview		Palomar College	
		Electronics & Computer Hardware Technology—ECHT	Syllabus			
		Graphic Comm'ns	Materials List			
		Curriculum	ESL 99 Overview			
		Graphic Comm'ns Dept.	Syllabus			
Pop-up window		HVAC	Materials List			
PDF download		Curriculum				
External link		Office Systems				
CGI form		Curriculum				
		Business Ed. Dept.				

Auto Mechanics Success Story	Cosmetology Success Story	Electronics Success Story	Graphics Success Story	HVAC Success Story	Office Systems Success Story

Splash

Home

VESL Faculty
Marty Furch

VESL Faculty
Marutte Hecht

VESL News
Interest Survey