Prairie Lands Writing Project

Rejuvenating our Presence on the Web

@ http://www.missouriwestern.edu/plwp
This is a “Before” shot of the PLWP homepage — people typically either loved or hated the cloudy skies graphic, but there was usually no in-between feeling about it. There are also no graphics to break up all the text.

There are lots of places to go from here, but that was part of the problem. If you visited this homepage where would you go? Perhaps into yonder skies?

This is an “After” shot of the PLWP homepage — we kept the blue and white from our blue skies, but we framed the info, added a tabbed menu for our audiences across the top of the page, tried to break up the text with space, graphics, and photos, and incorporated an acknowledgement of our affiliations.

There are lots of places to go from here too, but hopefully visitors have a better sense of direction here.
This is a “Before” shot of the PLWP logo. The typewriter with the wheat growing out of it particularly bothered our student Web designer, Mark Henderson. In his mind, it was an anachronism to have on a website. Oh, and what do you know, there are those blue skies again.

This is an “After” shot of the PLWP logo. It obviously takes its cue from the NWP logo as well as the logo of our state network’s the Missouri Writing Projects Network (MWPN). But for Mark that was the point. He thought it clearly and cleanly gave us a more contemporary identity and emphasized our relationships with the various levels of the overarching organization.

This is the logo Mark designed for our 20th anniversary celebration earlier this fall. We wanted something besides the regular logo to mark this milestone. If you visit the website (at least until the end of the year) you will be able to see it prominently displayed in a couple of places there.
This is a "Before" shot of the PLWP Calendar Page. Visitors could see what events were scheduled, but if they didn’t already know what the events were, then it wasn’t very useful to them.

This is a partial "After" shot of the PLWP Calendar Page. When we had our dinner and critiquing session in midsummer, people gave quite a bit of input about the calendar. They wanted the view of the overall month, but they wanted to know a little about the scheduled events, too. This is what we came up with to satisfy both camps.
This is the new Teacher-Consultants Page. People liked the idea of highlighting notable achievements and activities of TC alums—they wanted to know what colleagues were up to, especially the people from their institute year.

As with all the pages, the menu down the left side provides quick access to website sections that are most pertinent to this particular audience.
This is the new Administrators Page. We talked about how administrators are busy people so we wanted to state up front how we could be of service to them and then provide quick links down the menu bar to more detailed descriptions of those services and programs.

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