

# Digital Studio 1

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**Project 1:** Daycare Center Website

# DAYCARE CENTER WEBSITE

## 7 Elements of Design

The seven elements that will influence my design for my Little Sprout Academy is 1) Target Audience, 2) Theme I have decided upon - which is nurturing growth, 3) Company's goals, 4) children, 5) Usability, 6) logo and 7) Features offered on the website.

### Target Audience:

Through out all design, be it web or print, a designer must always consider the audience. They must make it simple for their target audience to understand, but intriguing enough to bring the audience in and to explore the message being said. This will be done by minimal text and well flowing content, so that user will not feel they are being overwhelmed with information.

### Theme:

The second element that will influence my design is the theme. Since the company is called Little Sprout Academy, I am going to give it a gardening/growth theme that will highlight nurturing.

### Company Goals:

The third element that will drive the design are the company's goals. The company wants the

parent to feel as if they are as much caring about the parent as they do the child. The site must be child oriented with a sophisticated yet youthful feel.

### Children:

Though again, the site will be more for the parents, since they are paying the checks, but it must feature the children. It must show images and information about how well the children will be treated, fed and nurtured

### Logo and Colors:

The logo, colors and icon will be incorporated throughout to keep a consistent branding theme. The use of Green, two shades of orange, (a light and a dark) and a light grey will give the design a garden/growth/spring feel. Because of these colors the site will be warm and engaging.

### Features Offered- Navigation

The site's navigation will essentially decide how the site will glow. There are currently 7 sections, Register, About Us, Contact Us, Curriculum, Prices & Hours of Operation, Meals and Little Sprouts Online. Register will let the parents browsing the site see what qualifications need to be met before a child can be accepted and a form

that they can fill out to initiate the registration and background check. About Us will feature company philosophy, about the teachers, teaching credentials and CPR certifications. Contact us will show all contact information including: Phone, Fax, Cell, Instant Messenger, Email and address. The curriculum will show what education goals are made for each age group and what they should accomplish. Prices and Hours will show the cost and the hours of operation, Meals will show what food is given on a particular day and their nutritional value, and last but probably one of the most important is the Online interaction with the Academy. This will allow parents to log on anytime during the day to see how their children are doing by way of webcam. Also they can contact the teachers by instant messenger or e-mail and get a quick response. Lastly they can go into the discussion forum where other parents can post comments about the school or interact one on one with other parents and get instant feedback.

The first step to creating a competitive web site is to research what is the competition and what do these sites feature. To do this I began researching the web for different screen captures of Daycare Centers on the internet.



**COME...** As a caring parent, you want the very best for your child. And that means a childcare experience that delivers all the professional care, encouragement, and nurturing that you yourself would provide.



Your child deserves the best of care...

[Canton Day Care Center, Inc.](#)  
(click for directions)



## About Us

Open 7:30  
AL

Canton Day Care Center (CDCC) is a not-for-profit, community-based child care program functioning to enhance the development of the whole child in a safe, healthy and positive learning environment.

## Our History

Causton Day Care Center, Inc. was established in 1977 to meet a community need for quality childcare with a preschool component. The Center has collaborated with and continues to maintain several community based partnerships to fulfill this mission. In conjunction with Lead Start, Causton Day Care Center, Inc. was the first organization in Causton to provide a preschool program to prepare kindergarten readiness. Since our establishment the Center has been located in several locations. In December of 2002 we moved our School Age and Preschool program together under one roof, and are currently settled in at 7 Commerce Lane. Our facility is bright, spacious and secure, and is located adjacent to several facilities, including the UCF, CDP, NYARC and Transitional housing, which serve the needs of the community.

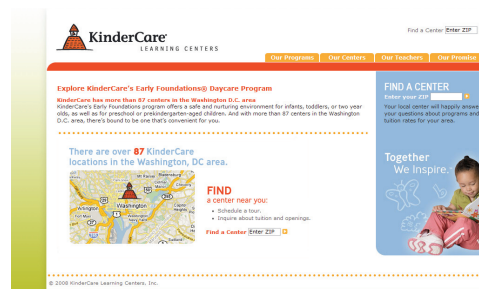


Our Board of Directors *"2007/2008 Current Members"*

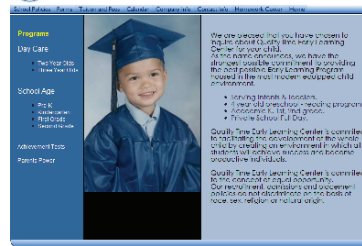
The Board of Directors consists of no less than 7 members. These dedicated individuals come from all aspects of the community, including local businesses and colleges, the medical field, government agencies and current or former parents. If you are interested in joining our Board and/or participating in policy issues, fundraising, and being involved in the future growth of the Center, please contact us at [info@cratonsdmsa.org](mailto:info@cratonsdmsa.org).

## Our Philosophy

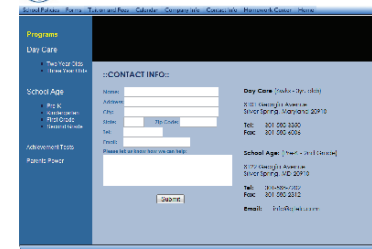
Cananda Day Care Center, Inc. strives to provide a safe, healthy and nurturing environment that allows children to grow, discover, and learn through a variety of age and developmental appropriate experiences. Our philosophy is to encourage the whole child to develop in a positive atmosphere of warmth and caring. Our goal is to meet the social, emotional, physical and intellectual needs that are unique to each child. In their daily experiences with us the children learn to make



Quality Time Early Learning Center  
Invest in Your Child's Future Now.



Quality Time Early Learning Center  
Invest in Your Child's Future Now.



If you enjoy children and you are looking for a business you can operate at home, then we invite you to purchase the "How To Start A Home Child Care Business" Manual on CD. It may be just the right business opportunity for you. For only \$39.95 (tax \$5.99 S&H), Home Right, LLC will send you a new interactive CD that includes everything you need to get your home to work for you as a professional child care center, such as age appropriate curriculum for 6 weeks to 9 years and over 10 sample printable forms, letters and charts.



Home Grown, LLC developed this *Mixtape* as a way to combine the advantages of a home business with the capabilities and expertise of an established network of child care centers. You will benefit from more than 20 years of curriculum development and implementation. The activities and teaching techniques built into the Home Grown, LLC *mixtapes* are specially tailored versions of the programs featured at leading day care centers. Are appropriate directed and non-directed activities include topics as diverse as music, cooking, drama, art, math, pre-reading, computer skills, and learning a second language.

For more information or to order your copy, call 1 800 697 1328 today! Or fill out an inquiry form and we will contact you.

Click below for three sample pages of what is included in the "How To Start a Home Child Care Business" Manual on CD.

Most of the day care sites I could find were quite amateur and gave me an open field when thinking of competition.

The first thing I had to do for my design was to come up with a name and logo. Since I wanted daycare center to be about the family and not just the kids, I wanted to give the browsing parents a sense of education, and I also wanted to insinuate growth and nurturing. I played with the idea of a garden, and playing with the words of KinderGarden, but I settled on Little Sprout Academy.

I actually decided to use this name because I thought it was cute and would appeal to women, who are mostly the decision makers on choosing a day care. At this point I started to work on brief thumbnails for the logo.

I decided to work with the concept of a potted plant, since basically that's what the day care center is, a temporary place to bring your child so they could grow.



I eventually ended up with a simple design showing a small plant sprouting out and growing from the words “A Rich Environment for Growing Minds.”

I decided to go with the typeface Spumoni because of its fun and childlike feel but having a strong legibility. My color choice was of orange and green. These represented growth, warmth and nurturing.

little sprout  
academy

little  
sprout  
Academy

ACADEMY

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little sprout  
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Little  
Sprout  
Academy

RICH GROUND FOR GROWING MINDS



Little  
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RICH GROUND FOR GROWING MINDS

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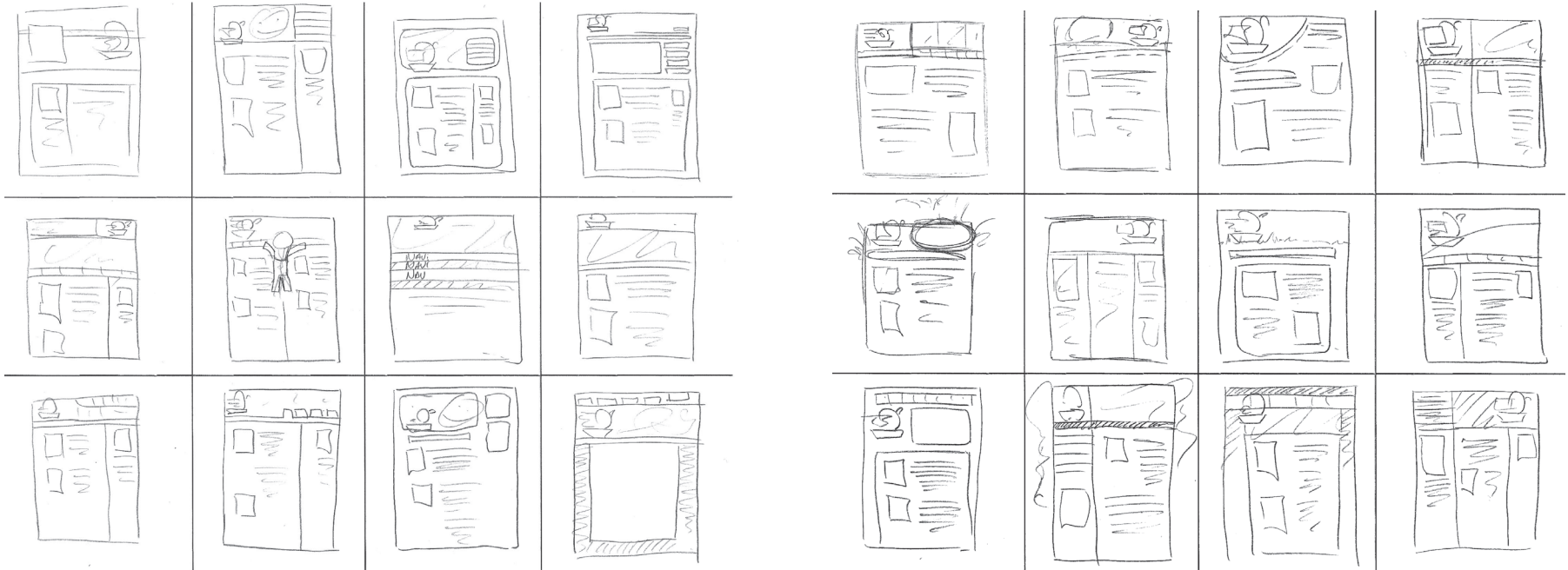
RICH GROUND FOR GROWING MINDS

Little  
Sprout  
Academy

A RICH ENVIRONMENT FOR GROWING MINDS



My next step was to start making thumbnails of different web layouts, so that I could determine which was the best layout for this design.

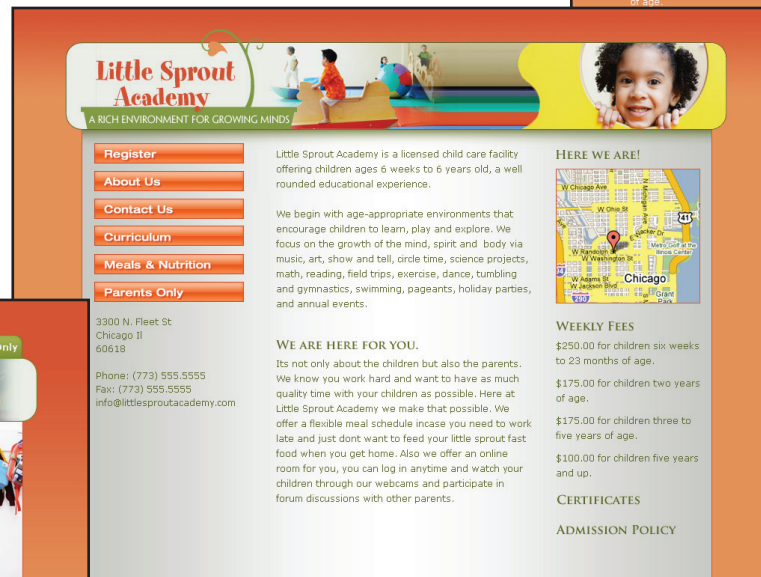




After analyzing the thumbnails, I came up with 3 basic designs using the logo colors I had previously designed.

I decided to go with a 3 column design to best display the information. I used a small collage at the top of pages to show happy children and parent interaction.

I was torn between using a horizontal navigation or a vertical one, I finally decided on horizontal, because I felt that more choices can be shown without making the user scroll.



In my honest opinion, I feel that the pages came out quite elegant. The data is displayed in 3 easily to read columns. The main navigation is located above the main page image, which is easy to locate and navigate.

The left column features the tuition prices, links to Admission policy, Online Registration and Credentials. The right column features Address, phone number and a map to the location. These columns are consistent and shows the same data on every page.





The website also features simple Ajax scrips for long amounts of data. For example on the Curriculum page 6 different curriculums are displayed depending on the age. The parent can print this whole page, or if they want to just read about one section they can select the secondary nav, which is located under the Main Page image, and ajax hides all other data except for the information the user is interested in.

## Analysis

I feel that this web page came out fantastic, it has a fun and professional look. It does not dumnn down the content by using teddy bears and balloons, but it is themed to the appropriate audience. The site is designed for all forms of accessibility. Even the ajax can be turned off and it will not cripple the utility of the website.

