Program Title

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Apply

Goal: direct user from interest to conversion if possible

Characters - 174

2000 x 500 px minimum image size

Program Description

PROGRAM INFORMATION (Formal/Academic) - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Goal: move user from interest to education

Characters - 384

Concentrations
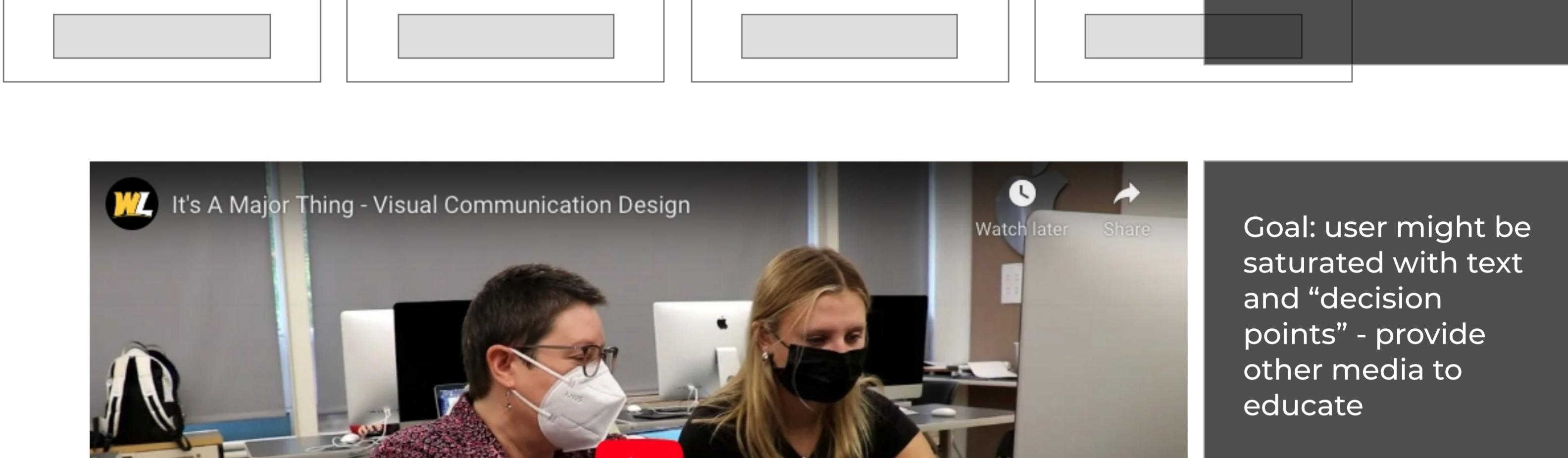
High resolution 16:9 aspect ratio images

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Goal: provide user with enough information for them to want to click on concentration area (learn more)

Characters 85-90

It's A Major Thing - Visual Communication Design   Watch later   Share

Watch on YouTube
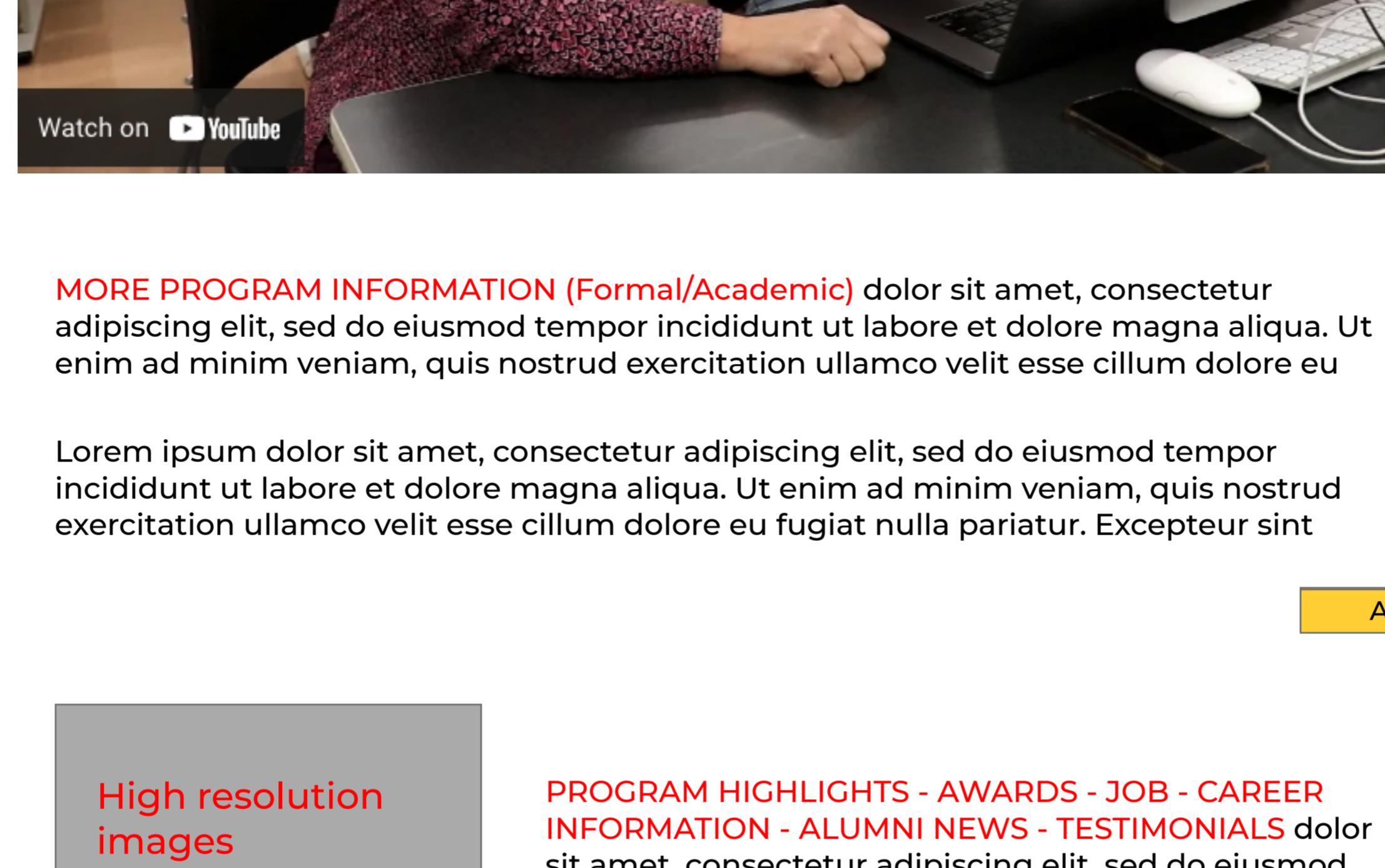
Goal: user might be saturated with text and "decision points" - provide other media to educate

Characters - ~600

MORE PROGRAM INFORMATION (Formal/Academic) dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco velit esse cillum dolore eu

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High resolution images

PROGRAM HIGHLIGHTS - AWARDS - JOB - CAREER INFORMATION - ALUMNI NEWS - TESTIMONIALS dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco velit esse cillum dolore eu fugiat nulla

Goal: provide as many opportunities to educate about value of program to inspire a conversion (application)

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BRIEF PROGRAM OVERVIEW - PHILOSOPHY - co velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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DEPARTMENT CHAIR WELCOME MESSAGE - co velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

CONTACT FORM - co velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Goal: user needs to learn more and make personal contact before making an informed decision - contact person in charge of academic areas (schedule visit or zoom call etc.)

Characters - 300

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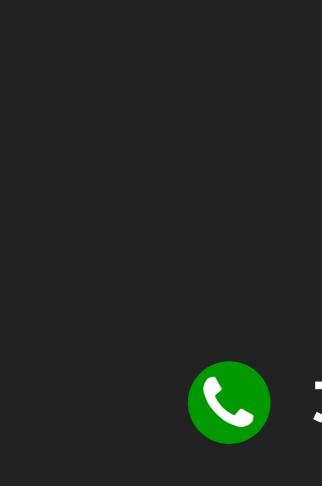
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