

Peralta Web Sites A New Approach

Mike Orkin and Fabian Banga

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Peralta Web Sites A New Approach

Mike Orkin and Fabian Banga

College-Based - Open Source

- Project managers – Mike Orkin and Fabian Banga
- Open Source paradigm – decentralized, no licensing fees – it's FREE!!
- Faculty, staff, and administration develop and own their Web sites.

Open Source Software

- Open Source is used by a growing number of colleges (*Peralta, Berkeley, Harvard, Stanford, MIT, UCLA*).
- Complements Peralta Distance Education (*Moodle is Open Source*).
- Huge online support community.
- In-house development and maintenance.

Open Source – Peralta International



[Home](#) [About](#) [Admissions Information](#) [Orientation](#) [Activities](#) [Housing](#) [Study Abroad](#)

Welcome International Students!

September 27th, 2008

Join us for an [International Student Reception](#) on October 24, 2008 at the Legendary Palace Restaurant in Oakland. Must RSVP to dgephart@peralta.edu by October 20, 2008

The Peralta Colleges:

[Your Bridge to a University Degree \(Cal State/Universities of California\)](#)

Berkeley City College, Berkeley, CA

College of Alameda, Alameda, CA

Laney College, Oakland, CA

Merritt College, Oakland, CA

[Peralta Colleges Power Point Presentation](#)

International & Distance Education Center

Office of International Affairs & Distance Education

Peralta Community College District
333 East 8th Street
Oakland, CA 94606 USA

Jacob Ng, Ed.D

Associate Vice Chancellor,
International Affairs & Distance Education

Tel: 1 (510) 587-7834

Fax: 1 (510) 663-0937

Pages

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Study Abroad

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Open Source – Peralta BCC



eBCC
online education

Berkeley City College
Transforming Lives

Home

Online and Hybrid
Classes - Fall 2008

Main Menu

Home

eClasses – Fall 2008

BCC at Youtube

Our Library

IT links

Moodle resources

Accreditation

Weekend College



eBCC is a virtual community dedicated to supporting the effective integration of instructional technology in teaching at Berkeley City College

about BCC's Online Education:

(510) 981-2883
info@eberkeley.org,

Berkeley City College,
2050 Center St.
(between Shattuck Ave.
& Milvia St.),
Berkeley, CA 94704

Information about BCC



eBCC

Sunday, 20 April 2008

BCC Fall 2008 Class Schedule

BCC Fall 2008 Online and Hybrid Courses

Enroll Now! Classes start Aug. 20th

Hot off the presses:

- **PRESS RELEASE: Start Your College Education or Job Training Today**
- **BCC 2007-2009 Catalog Supplement**
- **Fall 2008 Late Start and Mid-Semester Courses**

Berkeley City College Departments and Programs

Berkeley City College, one of California's 109 community colleges, is located at 2050 Center Street in downtown Berkeley, in one of the world's great education centers. It is only two blocks from the University of California at Berkeley. Model Programs in American Sign Language, biotechnology, business, computer information systems, the liberal arts and social sciences, place Berkeley City College on the cutting edge of community college education in California. Classes convene at the college's urban setting in downtown Berkeley and at the University of California.

Student Services at Berkeley City College

Find out about [BCC's Weekend & Online Transfer College Program](#)

How do I know if online classes are for me?



eBCC

Friday, 29 February 2008

Emmy Award for Best Documentary Won By Marissa Aroy and Niall McKay



Newsflashes

Monday, 28 July 2008

This year's Emmy Award for Best Documentary was presented to **Marissa "Marcie" Aroy**, a Berkeley City College (BCC) Multimedia Arts instructor, and Niall McKay, an alumnus of the program's video production classes.



"Sikhs in America" examines the culture, religion, and struggles of one of the nation's most hard working and misunderstood minority groups.

Both Aroy and McKay started their film-making journeys as students in Vista Community College's (now BCC's) **Multimedia Arts Department**, studying under former department chair and noted filmmaker Peter Freund. Read the full article in the **May-June 2008 issue of BCC Today**.

August 15, 2008 - Welcome Back to College Day



Newsflashes

Sunday, 03 August 2008

Open Source – Peralta Distance Ed

ePeralta
Peralta Online Education

Home | For Students | For Faculty | International Students | Online Classes - Spring 2009 | FAQs | About

Welcome to ePeralta!

online | September 06, 2008 | Peralta | No Comments



Online Education at Peralta Community Colleges
(Berkeley City College, College of Alameda, Laney College and Merritt College)

ePeralta is a virtual community dedicated to supporting the effective integration of instructional technology in teaching at the Peralta Community College District

For faculty: Introduction to Online Teaching Courseware

online | August 30, 2008 | Merritt, Peralta | No Comments

Did you know that our district we will soon have a Online teaching certificate program?

Are you interested in teaching online, but don't know Moodle?

Sign up for Introduction to Online Teaching Courseware (Moodle). This is the first course for the certificate for online teaching, and will not be offered again until Summer 09.

Learn to use Moodle and set up a online course for yourself in the process. Work at your own pace, this online class is designed to accommodate your busy schedule. The class lasts for 6 weeks, and is worth three units.

This website has more details about the class ...

[Continue Reading](#)

For faculty

online | August 16, 2008 | Peralta | No Comments

Monday August 18, 2008

2-3 p.m. - What is Moodle and how do I use it?
Facilitator: Alexis Alexander
Laney, R: F-170B

This hands-on workshop will give you an opportunity to see Moodle, the new course management system at Peralta. Learn about your options for beginning to teach online. Instructors can also request a "sandbox" at this workshop to try out some of the tools in Moodle.

Important notice about fall 2008 online courses at Berkeley City College

online | August 16, 2008 | BCC | No Comments

For students enrolled in 100% online classes, your instructor will send you an email before the start of class about your course, including the 'enrolment key' you will need to access course materials on this website. No further information is available at this time. Please make sure to update your email address and telephone number on your Student Passport Account at <http://passport.peralta.edu>. For students enrolled in hybrid classes, course access information will be provided at the first class meeting.



Berkeley City College



Links

- Berkeley City College Website
- College of Alameda Website
- eAlameda (Moodle) - College of Alameda Online Education
- eBerkeley.org - Berkeley City College Online Education
- eLaney - Laney College Online Education
- eMerritt.org - E-Learning at Merritt College
- Laney College Website
- Merritt College Website
- Peralta Community College District

Categories

- BCC
- Merritt
- Peralta

Recent Posts

- Welcome to ePeralta!
- For faculty: Introduction to Online Teaching Courseware
- For faculty
- Important notice about fall 2008 online courses at Berkeley City College

Archives

- September 2008
- August 2008

Open Source – Laney Technology



Technology

TECHNOLOGY
Technology Activities at Laney College

Home | Pivot Tables | New Peralta Web Sites | **Biotechnology** | Online Education

Copyright © 2008-2009 Technology [RSS feed](#)

Biotechnology

Update: January 20th, 2009



Biotechnology is the utilization of living things in industry, the environment, medicine, and agriculture; it is used in the production of foods and medicines, the reduction of wastes, and the creation of sustainable energy sources.

Biomanufacturing refers to the production, isolation, and purification of medicines made by the pharmaceutical industry. The San Francisco Bay Area is the world's leader in biomanufacturing.

The Laney Biomanufacturing Program packages college classes into a career pipeline for high-wage, high-growth biotech manufacturing jobs. It provides an industry-driven solution to employment needs in this growing sector. The program provides students with the necessary training in the basic skills of biology, biomanufacturing, chemistry, and math, as well as an introduction to biomanufacturing careers.



No prior training in biotechnology or science is required; however, a desire to learn new high tech skills and a passion for the subject is helpful.

Laney's Biomanufacturing project partners include Regional Technical Training Center (RTTC), Rubicon Programs, and the Oakland Metropolitan Chamber of Commerce.



One semester fast track program - Certificate of Proficiency – 9 units

- Biology 75 - Fundamentals of Biotechnology (2 units)
- Math 208 - Math for Laboratory Scientists (3 units)
- Chemistry 30A - Introductory Chemistry (4 units)



Two semester intensive program - Certificate of Achievement – 17 units

First semester

- same 3 courses as one semester fast track program

Second semester

- Biology 76 - Principles of Biomanufacturing (3 units)
- Biology 3 - Principles of Microbiology (5 units)

For further information, contact Dr. Leslie Blackie, Biology Department - lblackie@peralta.edu or Dr. Mike Orkin, Dean of Business, Mathematics, and Sciences - morkin@peralta.edu

Comments are closed.

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Open Source – Peralta Strategic Plan



STRATEGIC PLAN

CREATING OUR FUTURE

[Home](#) [SP Documents](#) [SMT Agendas](#) [SPPAC Agendas](#) [SP Newsletters](#)

Copyright © 2009 Strategic Plan

[RSS feed](#)

Peralta Strategic Plan

Update: February 5th, 2009

Our Mission

We are a collaborative community of colleges.

Together, we provide educational leadership for the East Bay, delivering programs and services that sustainably enhance the region's human, economic, environmental, and social development.

We empower our students to achieve their highest aspirations. We develop leaders who create opportunities and transform lives. Together with our partners, we provide our diverse students and communities with equitable access to the educational resources, experiences, and life-long opportunities to meet and exceed their goals.

Click tabs above for relevant documents.

Our Goals

Students

A. Advance Student Access, Equity, and Success

Communities

B. Engage Our Communities and Partners

Programs

C. Build Programs of Distinction

Collaboration

D. Create a Culture of Innovation and Collaboration

Resources

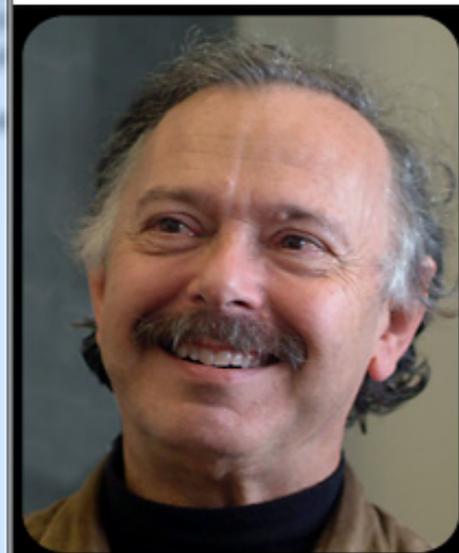
E. Develop Resources to Advance and Sustain our Mission

Comments are closed.

Open Source – UC Berkeley Physics



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Wonderfest 2008

UC Berkeley Professor of Physics [Richard Muller](#) and [Steven Chu](#) (along with many other outstanding San Francisco Bay Area scientists) lead talks at this year's Wonderfest on November 1 & 2. [Read more here.](#)

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[Colloquia Webcast](#)

[LBNL Lecture Series](#)

[2007 Physics Newsletter](#)

[Cal Physics Rated #3 in US Ranking](#)

[2008 Commencement Slides](#)

[Phi Beta Kappa Lecture: The Happiest Idea](#)

DONATE TO PHYSICS!

Department of Physics University of California
366 LeConte Hall MC 7300
Berkeley, CA 94720-7300

Tel: 510-642-7166
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Open Source - Harvard

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News and Notices continued...

GSAS Dean Allan Brandt Announces New Graduate Seminars in General Education

New! The Fall 2008 Issue of Colloquy is Here
Check out the GSAS alumni/ae

OCS October Events
The OFFICE OF CAREER SERVICES has a variety of

View Your Records in the Student Progress Database
GSAS has given access to the

Open Source – Stanford

STANFORD UNIVERSITY

Web People Maps A-Z Index Search...

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EVENTS



OCT 27 Presidential Lecture by Seyla Benhabib 7 p.m.

OCT 28 SLAC Public Lecture 7:30 p.m.

OCT 29 Tanner Lecture: Michael Tomasello 5:30 p.m.

EVENT CALENDAR »

SPORTS



OCT 25 Men's Wrestling 2 pm

GOSTANFORD.COM »

UNIVERSITY NEWS



New Medical Center
Stanford Hospital & Clinics and Lucile Packard Children's Hospital unveiled plans for new state-of-the-art facilities.



Poet champions medieval verse
Dick Davis, a visiting professor, has translated the Persian epic *Vis & Ramin*.

MORE NEWS »

SPOTLIGHT



MORE SPOTLIGHTS »

ON THE STANFORD WEB



Stanford StoryBank



Stanford Engineering Everywhere



The Stanford Challenge

« « » »

• • • • •

GATEWAYS FOR...



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TOP DESTINATIONS



SCHOOLS

- » Business
- » Earth Sciences
- » Education
- » Engineering
- » Humanities & Sciences
- » Law
- » Medicine

ACADEMIC DEPARTMENTS

- » Departments A - Z
- » Interdisciplinary Programs

STANFORD HOSPITALS

- » Stanford Hospital & Clinics
- » Lucile Packard Children's

AUDIO & VIDEO



- » Stanford on iTunes U
- » Stanford on YouTube

Open Source – UCLA

Mon Oct 27, 2008: 75°F / 24°C  Campus: [Directory](#) [Map](#) [Calendar](#) [Sitemap](#) Search: 

UCLA

[Prospective Students](#) [Current Students](#) [Parents](#) [Faculty](#) [Staff](#) [Alumni](#) [Visitors](#)

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News & Notices

Why we decline
Research explains the slowing of motor skills and cognitive function that comes with aging.
[more](#)

Schizophrenia genes
Three candidate genes have been found that may lead to a better understanding of how the disease evolves.
[more](#)

Health and children
The health insurance picture is grim for low-income children in California.
[more](#)

For more news ...

Giving to UCLA

Spotlight [More Stories and Video](#)



Edward 'Ned' Wright
[Click for story](#)

UCLA is owned
by the people of California.

All 38 million. Here. Now. UCLA.

HAPPENINGS 

Edward Wright
10/28 Observing the Origins of the Universe


Men's Soccer
10/31 Bruins play Golden Bears


Free Halloween Concert
10/31 Dress up to hear music from ...


 **MORE EVENTS**

 [Feeds & Podcasts](#)  [Campus Safety](#)  [Diversity](#)  [Disability Resources](#)  [Contact UCLA](#)

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Collaborative Effort

- Academic Senate, Educational Technology, and other shared governance committees
- Faculty leaders
- District and college administrators

Local Ownership – Common Themes

- Decentralized - Local responsibility and ownership
- Individual Web sites link to Peralta main site
- Dynamic, open source environment allows continued growth and improvement
- Maintain common design and themes

Timeline

- Advisory committees and ownership groups – Dec. 15, 2008
- Prototypes – January 15, 2009
- Test sites – February 15, 2009
- Link new pages to current web site – Summer, 2009
- Final development, testing – Summer, 2009
- **LAUNCH – December, 2009**

WordPress

- Open Source software is used for blogging and Web site development
- Huge development community
- Easy to learn - no coding experience needed
- Multiple Users WordPress installation handles many separate sites.
- www.wordpress.org

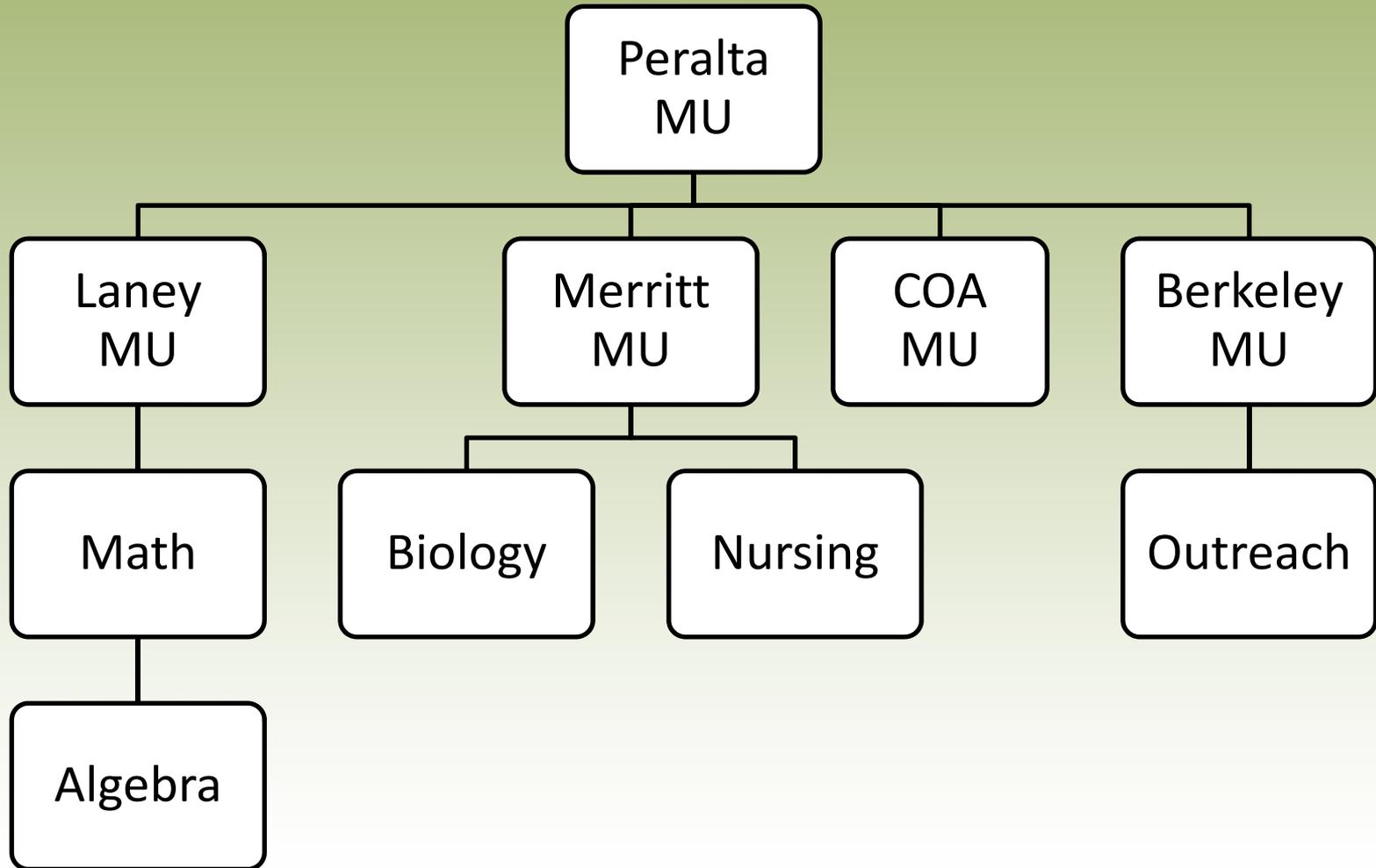
Blog-Like Web Pages

- Dynamic pages
- Students get automatic notifications and updates for programs, events, courses, services, etc.
- Viewers can make online comments and interact with faculty, staff, and administrators (or not).
- Plug-ins easily implemented: calendars, search, etc.

Multiple User Implementation

- WordPress “MU” allows Multiple Users in a single implementation.
- Ownership of individual sites is preserved under one administrative structure.
- Common themes are easy to maintain.
- One person can administer many sites (student assistants help).

District and Colleges – Multiple Users



Some New Peralta WordPress Sites

- <http://elaney.org/events>
- <http://elaney.org/technology>
- <http://eperalta.org/wp/strategicplan>
- <http://elaney.org/biology>
- <http://eperalta.org>
- <http://eperalta.org/international>
- <http://elaney.org/arts>

<u>New Web Sites Funding 03-03-09</u>			
	<u>First Year (2009)</u>	<u>Ongoing Annual</u>	
template, architecture, design, branding ¹	\$75,000	\$25,000	
technical and admin support ²	\$60,000	\$120,000	
server ³	\$25,000	\$5,000	
software, hardware ³	\$10,000	\$10,000	
student assistants	\$15,000	\$10,000	
<u>total:</u>	<u>\$185,000</u>	<u>\$170,000</u>	
¹ see Jen Burke proposal			
² two half-time webmasters for 2009 - four half-time webmasters ongoing (webmasters could be Peralta adjuncts in non-teaching assignments)			
³ exact amount to be determined by district IT			
<u>Timeline</u>			
Spring 2009	Provide constituents with WordPress accounts		
	Hold development workshops		
	Establish program, department, and faculty web pages		
	Begin uniform template development		
	Collaborate with shared governance groups and managers		
Summer 2009	Continue web page development		
	Develop information architecture and documentation		
	Link new sites to current Peralta sites		
	Implement and test new templates		
	Develop home pages for each campus and district		
	Develop link structure and architecture		
	Migrate content from old to new sites		
Fall 2009	Launch new home pages		
	Replace old sites		
Ongoing after launch	Continue web page development		
	Implement upgrades and new open source technologies		
	Improve user experience		

New Peralta Web Sites – Technical Support

Initially, technical support staff (webmasters) will be Peralta adjuncts with non-teaching assignments. During the development year (2009), there will be two or three half-time positions. There will then be three or four half-time positions on an ongoing basis. These positions can be centrally located or situated at individual campuses and can be filled by adjuncts or regular Peralta instructors with release time.

Responsibilities (development year and ongoing)

- Help establish and administer Web site accounts for faculty, staff, and administrators district-wide.
- Help migrate content from existing sites to new sites.
- Present workshops at each Peralta campus to assist faculty, staff, and administrators with Web site development. Workshops will focus on editing, uploading images, adding links, understanding themes and templates, and other Web site functions.
- Develop presentation materials, user manuals, and other documentation.
- Provide one-on-one Web site training sessions.
- Work with template/accessibility expert to develop information architecture, branding, and linkage.
- Provide administrative support, troubleshooting, upgrade assistance, and other duties as needed.



I N D U S T R Y

10 February 2009

To: Mike Orkin
Re: Peralta Colleges Web Site Development

Proposal

In consultation with Michael Orkin, Fabian Banga, and other Peralta Colleges representatives, Industry will identify key issues among and within Peralta's existing web sites in order to create a new system that promotes accessibility compliance, strengthens identity and brand recognition, and supports usability through information architecture best practices and adherence to standards. The project, to be developed for use with WordPress's open source publishing platform, comprises four phases: Research and Assessment, Definition, Design and Development, and Documentation and Hand Off. The purpose and goals, deliverables, and estimates for each phase are outlined below. Estimates represent work billed at an hourly rate of \$120 and will not be exceeded without prior approval.

WWW.INDUSTRIOUS.COM

Phase 1: Research and Assessment

The research and assessment phase examines the district site, the four college sites, and related satellite sites, taking into account the intended audience, user profiles, content types, and strategic goals. In collaboration with designated faculty, staff, and administrators from Peralta and its four colleges (stakeholders), Industry discovers existing problems using a heuristic approach that incorporates standard web benchmarks including accessibility compliance, identity and brand strength, usability, portability, maintainability, and extensibility.

Purpose and Goals

- identify key issues through research and interviews
- use best practice benchmarks to discover problems
- foster buy-in from team members and stakeholders
- obtain stakeholder consensus and permission to proceed

Deliverables

- report/presentation on issues, findings, and next steps

Estimate

- not to exceed \$5,120

Continued next page

Phase 2: Definition

The definition phase uses the information gathered in the Research and Assessment phase and input from stakeholders to establish a global structure for all sites as well as a consistent, accessible, and extensible information architecture and navigation system for typical individual sites.

Purpose and Goals

- develop high-level information structure within and among sites
- develop system and site global navigation and components
- develop typical site information architecture and navigation
- obtain stakeholder consensus and permission to proceed

Deliverables

- site maps depicting high-level information architecture
- functional wireframes conveying structure, layout, and content types for typical sites, including
 - intersite navigation for system-wide shared resources
 - intersite navigation relating the main district site to the the four college sites and the four college sites to the main district site
 - typical intrasite navigation for each site type (see Phase 3)

Estimate

- not to exceed \$28,800

Continued next page

Phase 3: Design and Development

The design and development phase builds a custom visual interface for the system that promotes strategic objectives identified in collaboration with stakeholders. The interface supports accessibility and standards compliance, strengthens identity and brand recognition, and enhances usability through information architecture best practices and adherence to standards.

Purpose and Goals

- comply with accessibility laws and standards
- strengthen the institution's identity and brand recognition through consistent usage of visual elements
- enhance usability through consistent information and navigation schemes
- enhance usability through adherence to standards to address page load time, server overhead, search engine access, portability to non-browser-based devices, and system extensibility
- obtain stakeholder consensus and permission to proceed

Deliverables

- screen designs showing formats, layouts, typography, and colors for typical page and content types
- flexible custom WordPress themes and templates to support site types, content types, page types, and components within the system, including:
 - *site type 1—main (Peralta district)*
 - *site type 2—college (four-college system)*
 - *site type 3—satellite (department, program, course, faculty, etc.)*
- proof of concept based on build out of a selected typical site types and pages
- methodology support and testing by independent resources including the Center for Accessible Technology (www.cforat.org/) and Wordpress's Automattic Support Network (automattic.com/services/support-network)

Estimate

- not to exceed \$34,560

Continued next page

Phase 4: Documentation and Hand Off

The documentation and hand off phase transfers the completed project and its components to Peralta along with project notes, usage guidelines, and training phase recommendations.

Purpose and Goals

- ensure smooth transition from design and development to deployment
- obtain stakeholder consensus and sign-off

Deliverables

- user guidelines for web site best practices
- outline for training plan (training phase not included)

Estimate

- not to exceed \$6,400

\$ 74,880 Not-To-Exceed Total

See next page for terms and payment

Terms

*8.5% CA sales tax will be added to taxable labor and expenses where applicable.

Expenses incurred and paid directly by Industry are marked up 15%, as is customary to the trade. The mark up has been included in expense estimates.

Fees and Expenses as billed are due upon receipt of invoice. A finance charge of 1.5% per month (annual percentage rate of 18%) will be added to unpaid balances after 30 days.

Rights and ownership of final graphics and files (transmitted electronically) and all components contained therein (subject to any applicable usage rights) are transferred to client upon fulfillment of contract terms. Industry retains the ownership rights of all preliminary and presentation sketches and materials, and all undeveloped creative concepts. No rights and ownership are transferred to client if contract is cancelled at any time by either party.

Payment

Fees for each phase are payable in 2 installments: 1. upon commencement of the phase: 1/2 of fees for that phase; 2. upon approval of direction: balance of fees for that phase. The following cancellation fees apply should a phase be cancelled by client: After commencement of work for the phase but before approval of direction: 1/2 of fees for that phase; After approval of direction: full fees for that phase.

Fees represent estimates for work billed at an hourly rate of \$120 and will not be exceeded without approval. Miscellaneous incidental expenses are included in fees. Costs for use of stock photography (if required) and other unidentified non-incidental costs have not been included in fees.

Proposed by Industry

date _____

signed _____

by (print) _____

Accepted by Peralta Colleges

date _____

signed _____

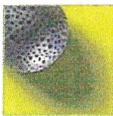
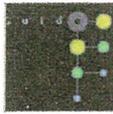
by (print) _____

Please sign both originals and return one to Industry. Thank you.

Industry

Visual Interface Design and Front-End Development

www.industrious.com



Overview

In Brief

industry@industrious.com

415 552 3111 tel

415 552 3131 fax

www.industrious.com

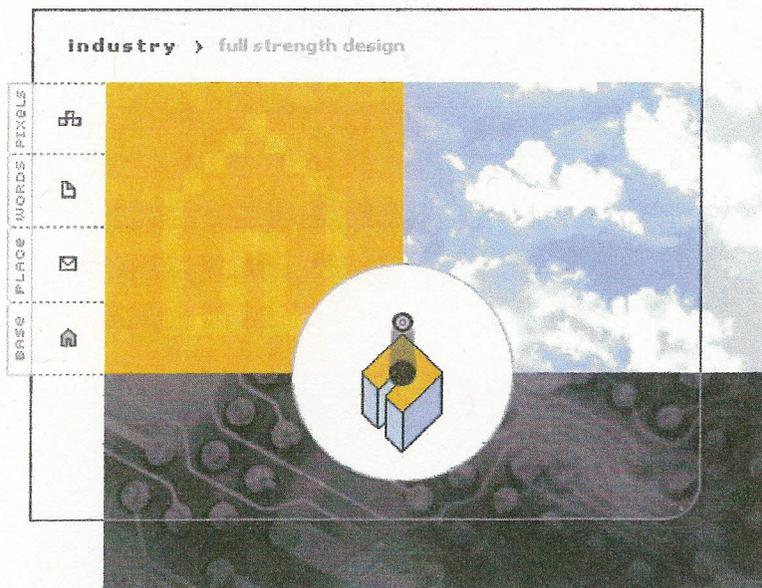
2169 Folsom Street #A100

San Francisco, CA 94110

We're located in the Box Factory, a historical warehouse retrofit located at the edges of the Mission, Potrero Hill, and SOMA in the up-and-coming neighborhood known as NeMA (Northeast Mission Area).

Based in San Francisco, Industry is renowned for its highly-visual user interface design, information architecture, and full front-end development. Its clients range from Fortune 500 companies to non-profit organizations. Projects include internet, intranet, kiosk, application interface, interactive tv, cd-rom, training + performance support modules, and full print support. For projects that require database engineering or e-commerce, we assemble complete teams, join teams, or work with your in-house engineers. For projects that do not require back-end programming, our in-house solutions are turnkey.

Industry principal Jennifer Burke's design background includes a Master of Fine Arts in Graphic Design from the Rhode Island School of Design, a Bachelor of Arts in Visual Design from the University of California, Berkeley, and over 15 years of professional practice. Prior to founding Industry in 1990, she was a visual/information designer on projects for the USDA, the World Bank, and—while living in Tokyo—Nikon, Yamaha, and NEC. She is also an award-winning amateur chef and the author of *Party Trap* (1984, Poltroon Press), a slim volume of palindromic poetry.





Soma Living

Internet

A bricks-and-clicks real estate company for homebuyers required a clean front end and modern look to attract its demographic.

© Industry San Francisco www.industrious.com

Information architecture

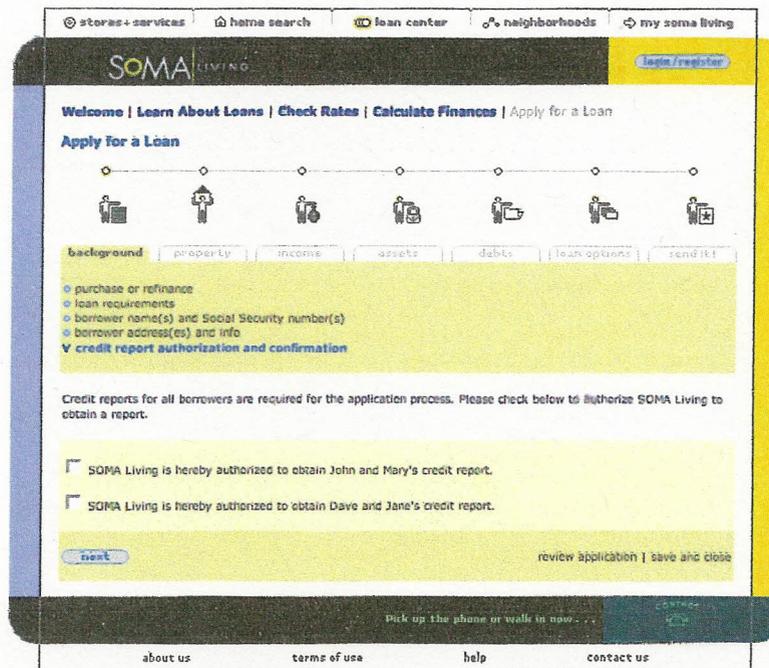
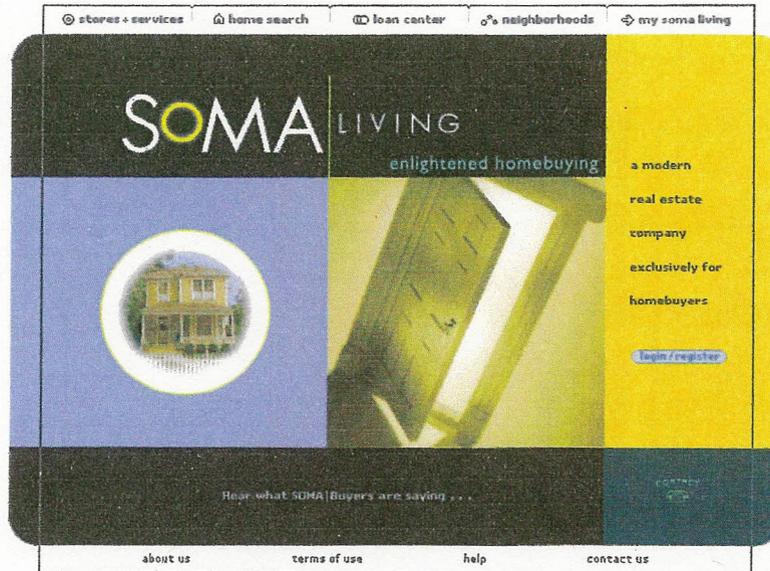
User experience development

Visual interface design

Icon design

Forms design

Front-end buildout





Girl Scouts USA

Intranet

Girl Scouts get hip. This intranet in development supports blogging, social networking, and making connections with other Girl Scouts around the world.

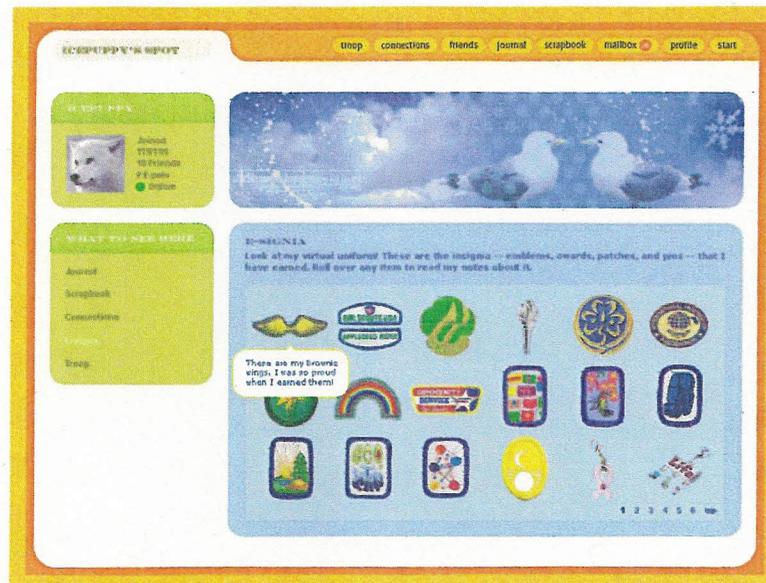
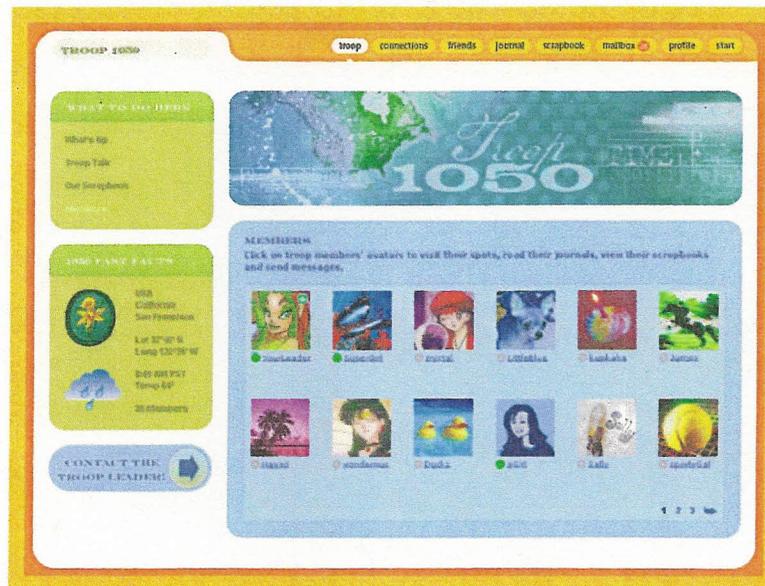
© Industry San Francisco www.industrious.com

User experience development

Visual interface design

Application ideation and user flow

(e-signia and e-penpals)





Sandra Enterline Jewelry

Internet

This DOM javascript-powered portfolio site shows off the artist's modernist metalwork in a clean and spare interface.

© Industry San Francisco www.industrious.com

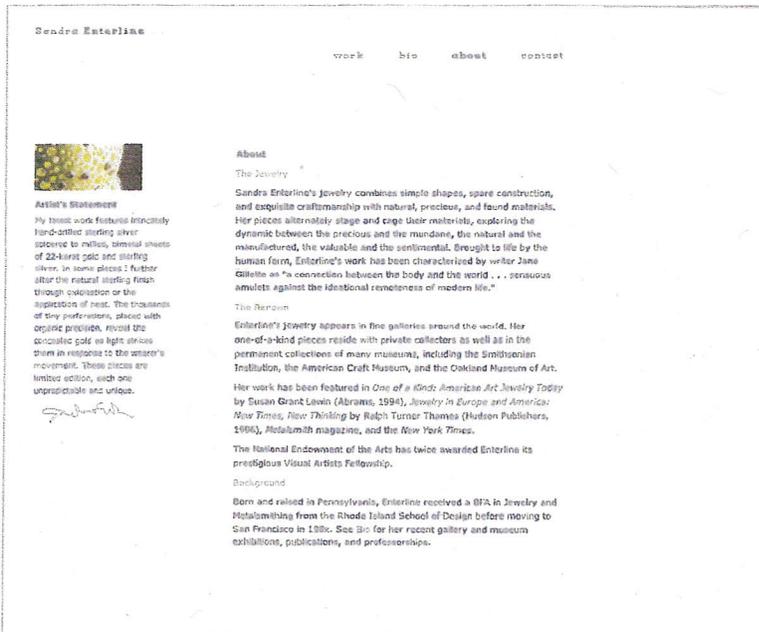
Visual interface design

Identity design

Front-end application development

(portfolio)

Front-end buildout





Marin Horizon School

Internet

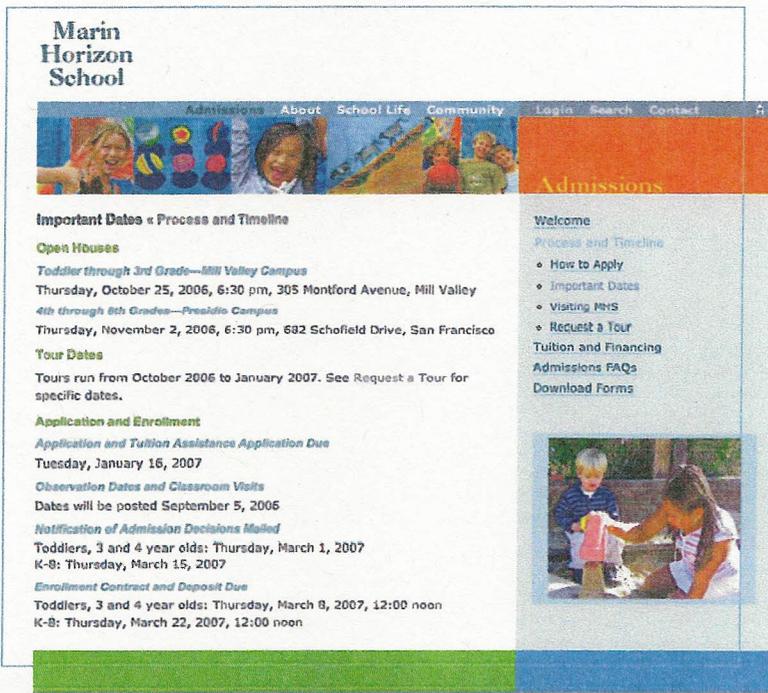
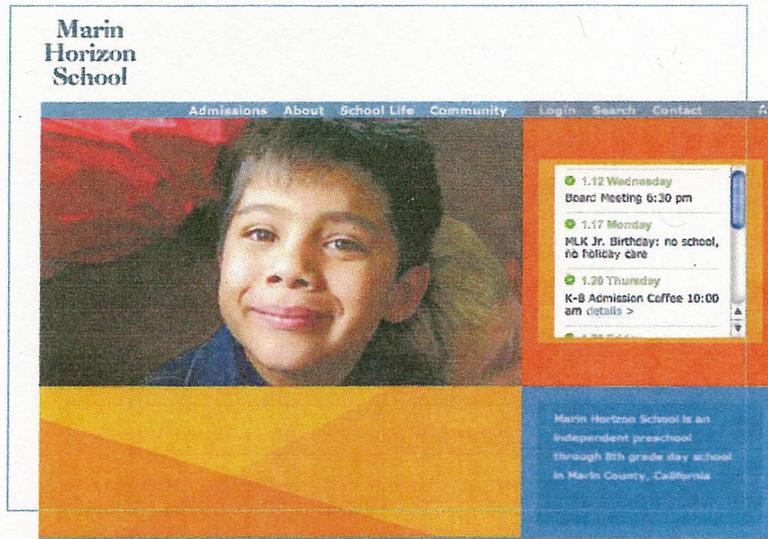
Standards-compliant XHTML, CSS, and DOM javascript separate content from presentation and behavior in this engaging and dynamic school site.

© Industry San Francisco www.industrious.com

Visual interface design

Front-end buildout

Visual customization of CMS interface



Clients

And What They're Saying

Partial Client List

Asian Art Museum

California State Automobile Association

Cal Performances

Charles Schwab

DoubleClick

eBay

Fine Arts Museums of San Francisco

Girl Scouts USA

Hewlett Packard

Levi Strauss

Lexar Media

Live Oak School

Marin Horizon School

Mercedes-Benz

Merrill Lynch

Museum of Craft & Folk Art

Oracle

PG&E

San Francisco Public Utilities Commission

San Francisco State University

TD Waterhouse

Timken Museum of Art

Wells Fargo

"On our Merrill Lynch Philanthropy site project, Jen quickly took in the client's corporate culture, standards, and politics. She then delivered design and functionality solutions that far exceeded client expectations and were met with some of the most positive feedback we have ever experienced."

—*Laura Faludi, User Experience, CapGemini*

"Industry led Live Oak's website design project from start to finish. Their approach combined an understanding of user behavior with a commitment to meeting our specific business goals. Jen and her group did an amazing job guiding our decisions around information architecture and visual design, resulting in an elegant user experience emphasizing utility."

—*Tony Conrad, CEO/Founder, Sphere*

"Jennifer Burke is a first-class designer. She is very experienced and knowledgeable, not just about design but about online business strategies more generally. She is able to perform multiple functions—a sort of launch-phase COO—in addition to handling design."

—*Peter Scheer, CEO, YourWall*

"On behalf of the team, a heartfelt thank you for your hard work and dedication in helping us define our overall approach for the sites, and in providing a fresh and dynamic interface design that conveys the spirit of philanthropy at Merrill Lynch. The project has been a great success, and we have very happy clients!"

—*Nat Myers, Online Marketing, Merrill Lynch*

"Jen isn't just a skilled designer. She also understands the business applications of the web project she's tackled for us. The homepage of our business-to-business site is so much cleaner and user-friendly, thanks to Industry. Her expert advice continues to influence the ongoing development of the site."

—*Zillah Bahar, California Website Manager, Southern Wine & Spirits*



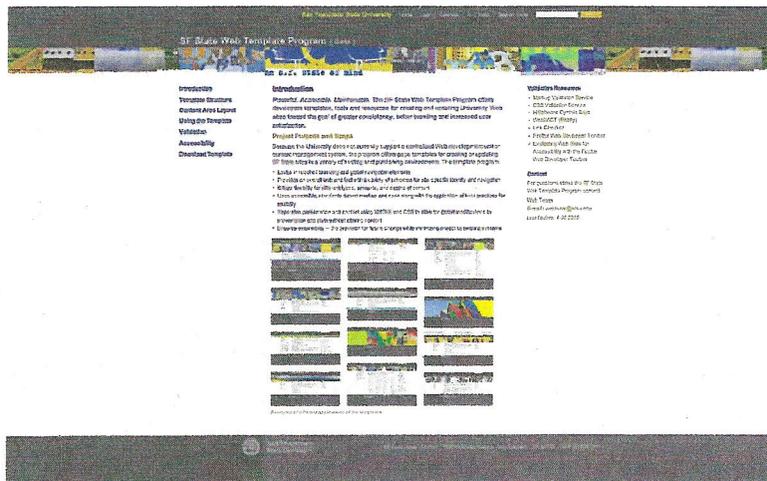
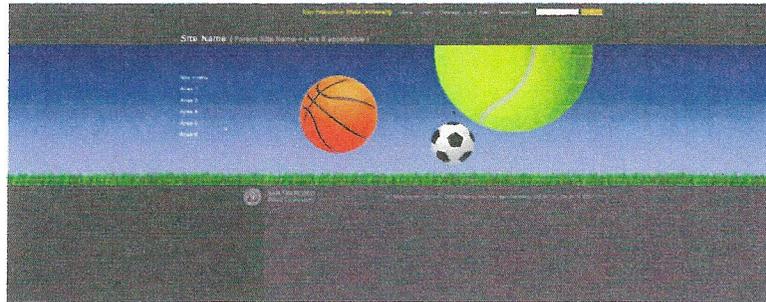
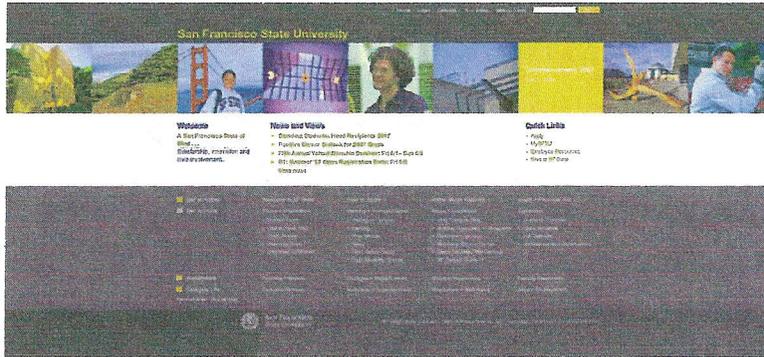
San Francisco State University

Web Templates and Standards

Compliant templates and standards allow disparate developers to build powerful, accessible, and maintainable university sites.

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- Report and survey
- Information architecture
- Visual interface design
- Template buildout
- Front-end application concept and development (link menu)
- Standards development





Live Oak School

Non-Profit Internet and Intranet

Sleek, lively, and powered by DxHTML and DOM "touchless" javascript (no event handlers in the content) this education site captures the elan of learning.

© Industry San Francisco www.industrious.com

Site analysis

Report and survey

Information architecture

Visual interface design

Content development

Front-end buildout

Front-end application concept and development (curriculum matrix)

Dynamic forms development

Identity design

Photography art direction





PlanePix

E-commerce Internet

It flies through the air with the greatest of ease; you know we're not talking about circus fleas; the front end is graceful, all eyes it does please...

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Product ideation

Information architecture

User experience development

Visual interface design

Identity development

Nomenclature and copy writing

Front-end buildout

Front-end application development (show art framed on demand)

Batch image process scripting





Merrill Lynch

Corporate Internet and Intranet

Internal and public satellite sites offer access to Merrill Lynch's worldwide philanthropy programs for both the contributor and beneficiary audiences.

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Visual interface design

Application of documented standards

Flash module art direction

Icon design

Other Merrill Lynch projects:

Intranet visual design updates

Module design

Standards manual documentation

Recommendations for migrating from

legacy to standards-compliant front-end

environments





Imbee

Social Networking Marketing Site

A hip social networking place for tweens allows them to blog and make contact with each other with privacy and security safeguards in place.

© Industry San Francisco www.industrious.com

User experience development

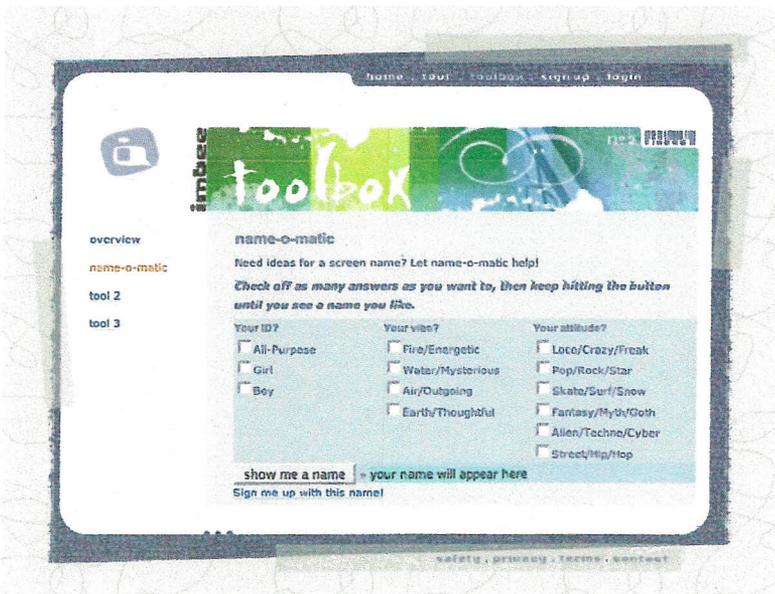
Visual interface design

Identity design

Front-end buildout

Front-end application development

(screen name generator)





YourWall

E-commerce Internet

Identity, architecture, interface, and front-end development for this fine art commerce startup yield an artful site that doesn't compete with the art.

© Industry San Francisco www.industrious.com

Product ideation

Information architecture

User experience development

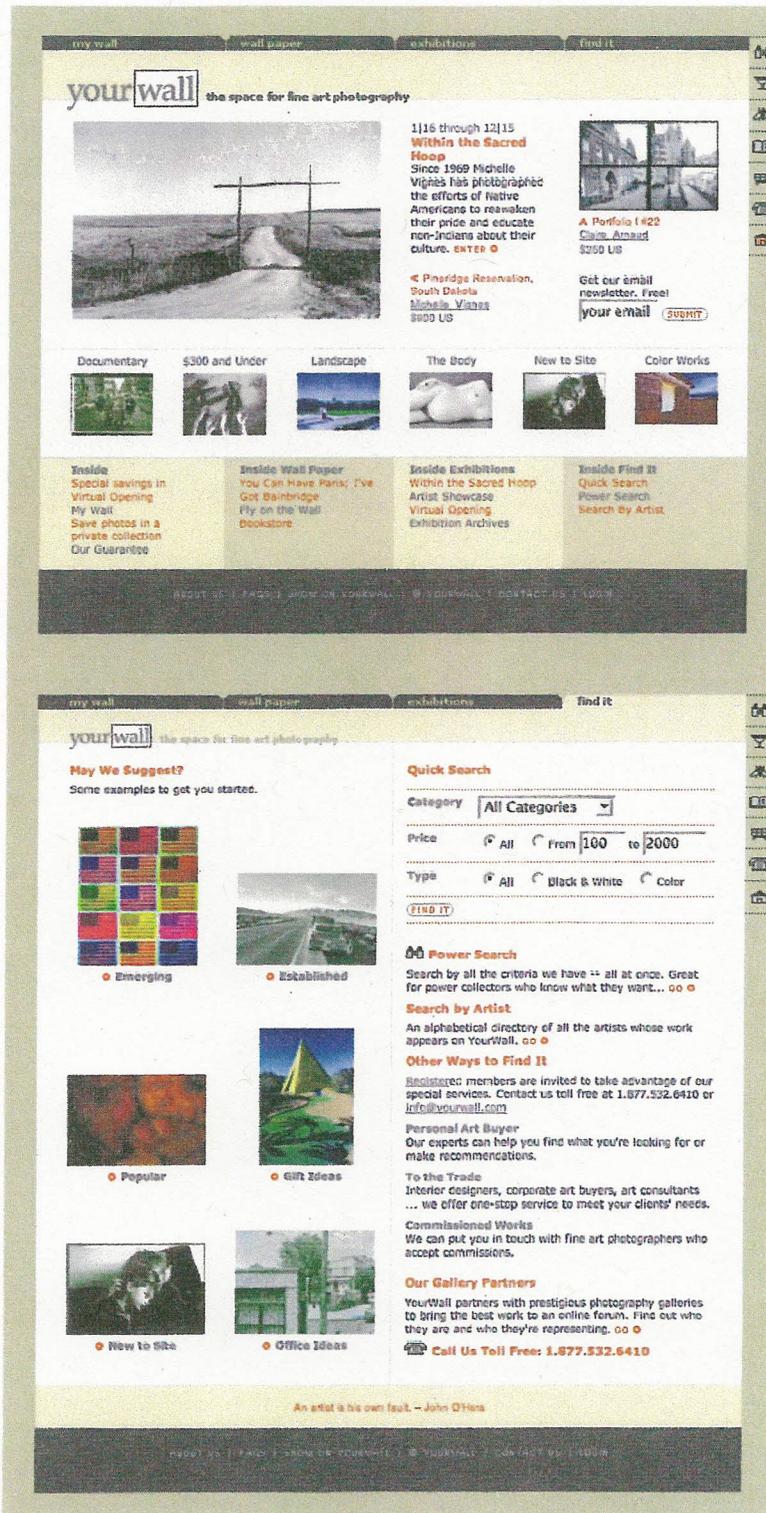
Visual interface design

Identity design

Nomenclature and copy writing

Front-end buildout

Batch image process scripting





Lexar Media

Web-Based Training

An animated, interactive, non-Flash sales-force trainer for Lexar's retail partners features the benefits of digital camera media upgrades.

© Industry San Francisco www.industrious.com

Visual interface design

Animation design

Icon design

Front-end buildout

Front-end application development (self-administered pop-quiz)

maximize
your customers' digital camera
performance

128MB

pop quiz

Why is a camera-to-computer connection inferior to a Lexar Media reader?

- Storage transfer is much slower
- It drains the camera's batteries
- Both of the above

LEXAR Media

lightning-fast
image transfer

pop quiz

Why is a camera-to-computer connection inferior to a Lexar Media reader?

- Storage transfer is much slower
- It drains the camera's batteries
- Both of the above

LEXAR Media

leading edge
technology

Look inside...
Lexar Media is the
technology leader

LEXAR Media
is the undisputed
leader in digital
photography.
It's patented
technology
revolutionized
Lexar Media,
taking pictures
at the speed
of light.

pop quiz

Why is a camera-to-computer connection inferior to a Lexar Media reader?

- Storage transfer is much slower
- It drains the camera's batteries
- Both of the above

LEXAR Media



Peralta Community College District
Department of General Services
333 East 8th Street • Oakland, California 94606•
(510) 466-7346

For District Use Only

FORM NO: _____

Date Rec'd: _____

INSTRUCTIONAL FURNITURE & EQUIPMENT PROCUREMENT REQUEST FORM

(MEASURE A PROCUREMENTS ONLY)

This form was developed for requesting Measure A funding support for:

- * Program development,
- * Special instructional projects, and
- * Related furniture and equipment.

INCOMPLETE SUBMITTALS WILL BE RETURNED

INSTRUCTIONS:

1. REQUESTOR/CAMPUS to Complete SECTIONS I AND II
2. REQUESTOR/CAMPUS to obtain required signatures and approvals prior to submittal to District
3. REQUESTOR/CAMPUS to forward completed ORIGINAL (with required approvals to:
Dr. Sadiq B. Ikhara, Vice Chancellor of General Services
Peralta Community College District Office,
DISTRICT ADMINISTRATION CENTER
Department of General Services
Tel: (510) 466-7336 Fax: (510) 587-7284
4. DISTRICT to log and assign an internal tracking number. Forms will then be forwarded to the Finance Department and the Chancellor's Office for signatures.
5. DISTRICT TO COMPLETE SECTION III (DGS & FINANCE)
6. DISTRICT to send approved forms to CAMPUS BUSINESS OFFICE
7. CAMPUS can then initiate requisition and forward copy of requisition & approved request form (with backup documents) to the Purchasing Department for their files.
8. CAMPUS to send copy of requisition only to Dept. of General Service. Please include assigned tracking number on requisition.

INSTRUCTIONAL PROCUREMENT REQUEST FORM

(Measure A Projects Only)

SECTION I - PROCUREMENT BACKGROUND

Date: 02-11-09
Requester: Michael Orkin
Phone: (510) 464 - 3224

Location: Laney COA Merritt Berkeley City College

Department: Dean, Business, Math, and Sciences Building: Admin 711

Requested Funding Amount: \$74,880

Project Name: New Peralta Web Sites – Information Architecture and Template Development

1. Which best describes this procurement?

- Furniture / Equipment
CRITERIA (Please check applicable box(es))
- ADA = ADA Compliance
 - AVE = Audio visual equipment
 - CHS = Computer hardware and software
 - FUR = Furniture
 - LIB = Library materials
 - OIE = Other instructional and support equipment
- Programming - Proposed procurement not **related** to other college proposals or planned work
- Programming – Proposed procurement related to other college proposals or planned work
- Other: Professional Services – Web site design

2. Will this be a one-time expenditure? Yes No

If No, how will this procurement be incorporated as an on-going expenditure into the department, program, curriculum and budget?

3. Procurement description: *(You may attach additional information.)*
Professional Services – Industry/Jen Burke will develop web page templates for new Peralta Web sites. Templates will satisfy accessibility compliance, promote uniform identity and brand recognition, and support usability through information architecture best practices (see attachments).

4. Procurement justification: *(Note: Procurement request must refer to Bond language.)*
Upgrade technology infrastructure.

5. What are the procurement objectives and benefits to the students, program, and college?

Peralta students increasingly rely on the Internet for information regarding all aspects of college life. In the college environment, most interactions, including enrollment, instructional activities, and student services, have online components. The new Peralta web sites must be developed with these needs in mind. In particular, the five home pages (district plus four colleges) and second tier pages (division, department, and program) must satisfy the criteria in part 3 above. Jennifer Burke, an award-winning expert in web site design and accessibility, will develop web site templates and information architecture to fulfill Peralta's needs (see attachments).

6. Procurement estimates: *(Please names and list the final cost estimates from three different vendors, suppliers, or trades. In addition, please attach the original estimates.)*

	<u>Name</u>	<u>Cost</u>
1.	n/a (professional services)	_____
2.	_____	_____
3.	_____	_____

7. Appendix Description: *(Please list any additional attachments, such as price quotes, etc.)*

SECTION II - CONTACT INFORMATION & CAMPUS APPROVALS

COLLEGE CONTACT INFORMATION			
Contact:	Michael Orkin		
Email:	morkin@peralta.edu	Phone:	(510) 464-3224

COLLEGE APPROVALS

1. OFFICE OF INSTRUCTIONAL SERVICES

Vice President of Instructional Services: _____
(Print Name)

Signature: _____ Date: _____
Email: _____ Phone: _____

2. BUSINESS OFFICE

ACCOUNT CODES:

L	FUND	COST CENTER	OBJECT	PR	ACTIVITY	SPJ	LN

Will this impact any future budgets? No Yes

Requisition No.: _____

College Business Officer *(Required for District Review)*: _____
(Print Name)

Signature: _____ Date: _____
Email: _____ Phone: _____

3. COLLEGE PRESIDENT'S OFFICE

College President *(Required for District Review)*: _____
(Print Name)

Signature: _____

Email: _____ Date: _____
Phone: _____

SECTION III – DISTRICT APPROVALS

(TO BE COMPLETED BY DISTRICT OFFICE (DGS & FINANCE))

Procurement: _____

Budget Expenditure: **MEASURE A**

RECOMMENDATIONS

Approved

Request Incomplete *(Please complete highlighted areas)* Return by: _____

Rejected *(Review justification below)*

APPROVED BY

Dr. Sadiq Ikharo, Vice Chancellor of General Services *Date*

Thomas Smith, Vice Chancellor of Finance & Administration *Date*

CHANCELLOR OFFICE

Elihu Harris; Chancellor *Date*



Peralta Community College District
Department of General Services
333 East 8th Street • Oakland, California 94606•
(510) 466-7346

For District Use Only

FORM NO: _____

Date Rec'd: _____

INSTRUCTIONAL FURNITURE & EQUIPMENT PROCUREMENT REQUEST FORM

(MEASURE A PROCUREMENTS ONLY)

This form was developed for requesting Measure A funding support for:

- * Program development,
- * Special instructional projects, and
- * Related furniture and equipment.

INCOMPLETE SUBMITTALS WILL BE RETURNED

INSTRUCTIONS:

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2. REQUESTOR/CAMPUS to obtain required signatures and approvals prior to submittal to District
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Peralta Community College District Office,
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8. CAMPUS to send copy of requisition only to Dept. of General Service. Please include assigned tracking number on requisition.

INSTRUCTIONAL PROCUREMENT REQUEST FORM

(Measure A Projects Only)

SECTION I - PROCUREMENT BACKGROUND

Date: 02-11-09
Requester: Michael Orkin
Phone: (510) 464-3224

Location: Laney COA Merritt Berkeley City College

Department: Dean, Business, Math, and Sciences Building: _____

Requested Funding Amount: _____

Project Name: New Peralta Web Sites – Training, Documentation, and Administration

1. Which best describes this procurement?

- Furniture / Equipment
CRITERIA (Please check applicable box(es))
- ADA = ADA Compliance
 - AVE = Audio visual equipment
 - CHS = Computer hardware and software
 - FUR = Furniture
 - LIB = Library materials
 - OIE = Other instructional and support equipment
- Programming - Proposed procurement not **related** to other college proposals or planned work
- Programming – Proposed procurement related to other college proposals or planned work
- Other: Professional Services – Web site development, training, and documentation

2. Will this be a one-time expenditure? Yes No

If No, how will this procurement be incorporated as an on-going expenditure into the department, program, curriculum and budget?

n/a

3. Procurement description: *(You may attach additional information.)*
Professional Services – Michael Wong will offer workshops, provide one-on-one training, prepare documentation, and administer new web sites for Peralta faculty, staff, and administrators. (see attachment).

4. Procurement justification: *(Note: Procurement request must refer to Bond language.)*
Upgrade technology infrastructure.

5. What are the procurement objectives and benefits to the students, program, and college?

Peralta students increasingly rely on the Internet for information regarding all aspects of college life. In the college environment, most interactions, including enrollment, instructional activities, and student services, have online components. Michael Wong, an experienced web site designer and Peralta instructor, will help faculty, staff, and administrators develop new web sites that address these needs (see attachments).

6. Procurement estimates: *(Please names and list the final cost estimates from three different vendors, suppliers, or trades. In addition, please attach the original estimates.)*

	<u>Name</u>	<u>Cost</u>
1.	n/a (professional services)	
2.		
3.		

7. Appendix Description: *(Please list any additional attachments, such as price quotes, etc.)*

Proposal Attached

SECTION II - CONTACT INFORMATION & CAMPUS APPROVALS

COLLEGE CONTACT INFORMATION

Contact:	Michael Orkin		
Email:	morkin@peralta.edu	Phone:	(510) 464-3224

COLLEGE APPROVALS

1. OFFICE OF INSTRUCTIONAL SERVICES

Vice President of Instructional Services: _____
(Print Name)

Signature: _____ Date: _____
Email: _____ Phone: _____

2. BUSINESS OFFICE

ACCOUNT CODES:

L	FUND	COST CENTER	OBJECT	PR	ACTIVITY	SPJ	LN

Will this impact any future budgets? No Yes

Requisition No.: _____

College Business Officer (*Required for District Review*): _____
(Print Name)

Signature: _____ Date: _____
Email: _____ Phone: _____

3. COLLEGE PRESIDENT'S OFFICE

College President (*Required for District Review*): _____
(Print Name)

Signature: _____ Date: _____
Email: _____ Phone: _____

SECTION III – DISTRICT APPROVALS

(TO BE COMPLETED BY DISTRICT OFFICE (DGS & FINANCE))

Procurement: _____

Budget Expenditure: **MEASURE A** _____

RECOMMENDATIONS

Approved

Request Incomplete *(Please complete highlighted areas)* Return by: _____

Rejected *(Review justification below)*

APPROVED BY

Dr. Sadiq Ikharo, Vice Chancellor of General Services _____
Date

Thomas Smith, Vice Chancellor of Finance & Administration _____
Date

CHANCELLOR OFFICE

Elihu Harris; Chancellor _____
Date

Michael Wong

445 44th Street, Oakland, California 94609

(510)652-3174

mdwong@serpentvenom.com

Technical Skills

- Expertise with hand-coded XHTML, HTML and CSS, PhotoShop and Illustrator,
- Advanced ability with JavaScript, Flash and MS Office
- High proficiency with Acrobat Pro, InDesign and Digital Audio Production.
- Familiarity with JSP, XML, XSL, PHP, MySQL, Perl and CGI
- Basic knowledge of Premier and QuarkExpress
- Power user on both Mac OS and Windows platforms

Professional Experience

Laney College, Oakland, Ca. 3/06 – Present

Adjunct Instructor

Developed the curriculum that forms the basis of the GrArt 115 Web Site Design class. Teach students website planning, site design and production skills that include hand-coded XHTML and CSS.

SerpentVenom, Oakland, Ca. 4/01 – Present

Web Design Consultant

Conception, design and development of web-based solutions including e-commerce, blogs, CMS templates, and small business web sites.

LetsTalk.com, San Francisco, Ca. 8/06 – 10/08

Web Graphic Designer

Design and development of various interactive elements of LetsTalk.com including AJAX search; Design and development of XHTML templates for server driven content; Development of CSS-based layouts and styles. Contributed to the production of the Walmart Connection Center site and Kiosk. Conducted CSS training for design team members. Provided artistic and technical direction to design team members for various projects.

Denali Software, Inc., Palo Alto, Ca. 4/05 – 8/06

Web Design Engineer

Design, development and maintenance of the corporate website; Print layout designs for conference materials; Interactive design using Flash; Graphic design for product diagrams; Multimedia production of webcasts, audio and video. User Interface design and development of Flash-based applications.

Booz Allen Hamilton, San Francisco, Ca. 7/01 - 10/04

Senior Consultant

Design and development of public websites and intranet websites for the National Nuclear Security Administration (NNSA) Oakland Service Center. Other tasks included: T-shirt designs for the 2002 and 2003 Department of Energy Regional Science Bowl competitions; Logo design for numerous NNSA web properties; Design and development of animated Flash presentations; Print design of the Strategic Plan booklet for the NNSA Service Center in Albuquerque, New Mexico.

Quokka Sports, San Francisco, Ca. 5/99 - 4/01

Production Engineer/Designer

Production and maintenance of web pages for event sites; Web design, graphic design and image optimization; Creation of web-based multimedia story-telling pieces featuring text, images, sound and video.

Education

BA in Art with Honors - **San Francisco State University**, 1998

Portfolio Web Site:

<http://www.serpentvenom.com>