

# **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

# Open Source - College Based

- WordPress - Open Source Web site and blogging software has millions of users worldwide ([www.wordpress.org](http://www.wordpress.org) , [www.wordpress.com](http://www.wordpress.com) )
- Open Source paradigm – decentralized – no consultants or licensing fees – software is free.
- WordPress Web sites can have a common theme, be independently developed, and college based.

# WordPress and Colleges

- WordPress is used by hundreds of colleges and universities.
- Open Source complements Peralta Distance Education (*Moodle is Open Source*).
- WordPress is used as a content management system to develop sophisticated Web sites (<http://churchtheme.com/wp-content/uploads/2008/11/wpcmsbook.pdf>).

# WordPress Features

- No technical background or HTML necessary to develop WordPress site.
- Editor has MS Word-like interface - easy text entry.
- Post pictures and documents in a few clicks.
- Easy to use tables.
- Plethora of plug-ins: calendar, search, TOC, etc.
- Extensive online support – documentation, tutorials, demos.

# Themes

- Large online template and theme libraries.
- Same theme can be used for multiple Web sites.
- With common theme, developers post content without design responsibilities.

# New Peralta WordPress Sites - Laney

- <http://elaney.org/events>
- <http://elaney.org/technology>
- <http://elaney.org/biology>
- <http://elaney.org/arts>
- [http://elaney.org/wp/rebecca\\_bailey](http://elaney.org/wp/rebecca_bailey)

# New Peralta WordPress Sites - Berkeley

- <http://wpmu.eberkeley.org/nohel/>
- [http://wpmu.eberkeley.org/cis/?page\\_id=45](http://wpmu.eberkeley.org/cis/?page_id=45)
- <http://wpmu.eberkeley.org/jpalmer/>
- <http://wpmu.eberkeley.org/president/about/>

# New Peralta WordPress Sites - District

- <http://eperalta.org/strategicplan>
- <http://eperalta.org>
- <http://eperalta.org/international>
- <http://eperalta.org/wp/dwempc>

# Multiple User Implementation

- WordPress “MU” allows Multiple Users in a single development environment.
- Ownership of individual sites is preserved under one structure.
- Common themes are easy to maintain.
- One webmaster administers many sites.
- At least 70 colleges and universities currently use WordPress MU  
(<http://blog.davelester.org/2008/10/28/wordpress-multi-user-on-college-campuses/> )

# Web Sites, Blogs, and Students

- Students increasingly use the Internet and mobile devices for communication. Many have blogs.
- WordPress blogging features can let students communicate with professors online.
- Students can set up their own, free WordPress sites, independent of Peralta.
- We, as educators, can help them do it!

# Resources

- Half-time webmaster at each campus and district.
- Student assistants help with many activities.
- Web sites hosted by district IT on dedicated server.

# Collaborative Effort

- Academic Senate, Technology, and other shared governance committees will have input.
- Collaboration with district and college administrators.

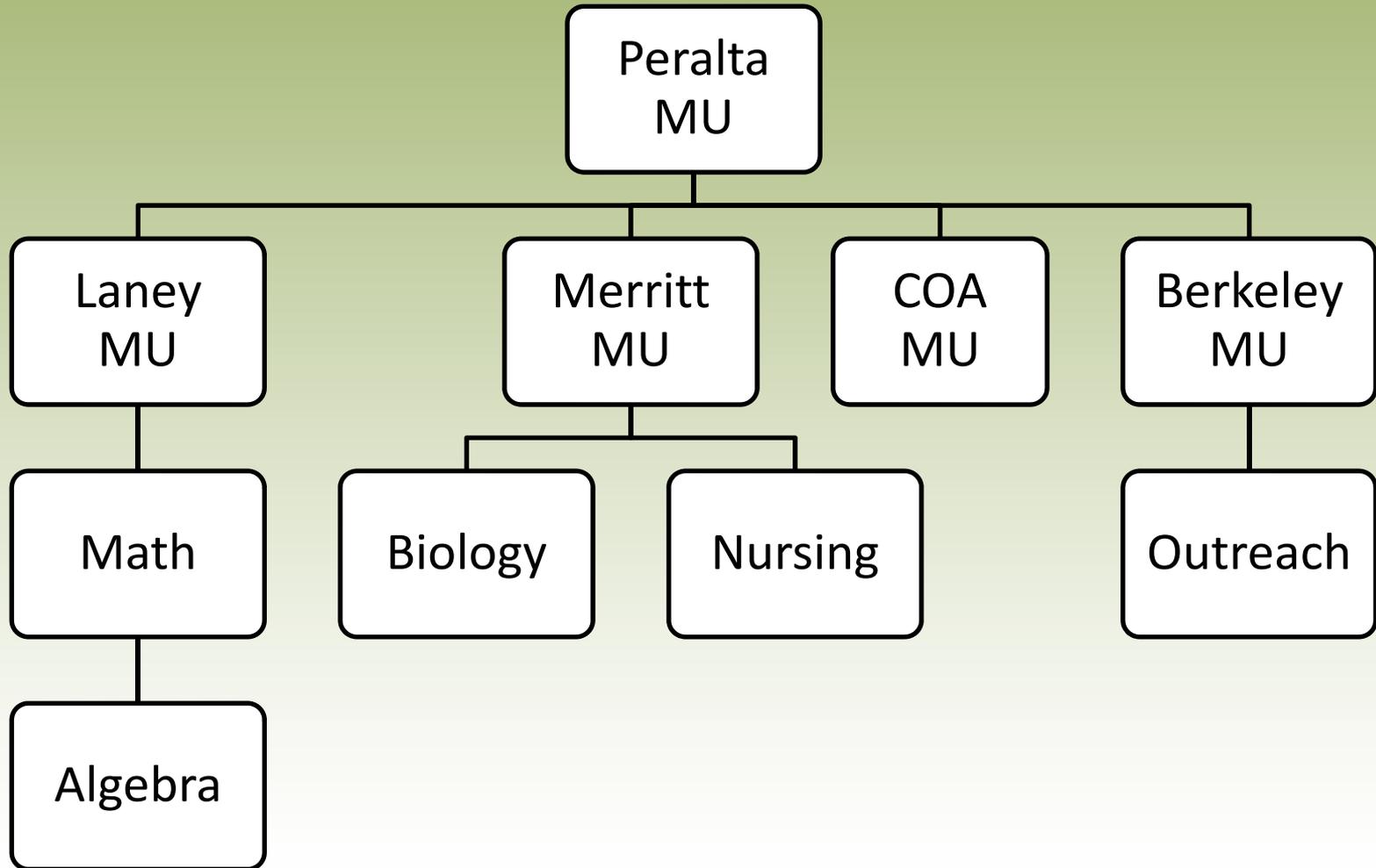
# Gradual Phase-in

- Individual Web sites will be linked to Peralta main site (already linked: <http://elaney.org/technology> , <http://eperalta.org/strategicplan> )
- Gradual phase-in as new sites replace old ones.
- Support provided for content migration.
- New home pages and most other pages in place by December, 2009

# Timeline

- Presentations to stakeholders – Oct, 08 – April, 09
- Prototypes – January, 2009
- Test sites – February, 2009
- Workshops and training – Ongoing
- Link new pages to current Web site – Ongoing
- Themes and design, testing – Summer, 2009
- Replace current home pages – December, 2009

# District and Colleges – Multiple Users



# 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](mailto: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

##### About

- [Documents and Forms](#)
- [F-1 Visa Information](#)
- [Frequently Asked Questions](#)
- [Health Services](#)
- [Overseas Online Classes](#)
- [Transcript Evaluation Services](#)
- [Transfer to 4-Year Universities](#)

##### Activities

- [A's Game](#)
- [Yosemite](#)

##### Admissions Information

##### Housing

##### Orientation

- [Fall 2008](#)
- [Spring 2008](#)
- [Summer 2008](#)

##### Study Abroad

- [Oaxaca, Mexico](#)
- [Taiwan](#)



# 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

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## 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

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## 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](#)

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## 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.

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## 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](mailto:lblackie@peralta.edu) or Dr. Mike Orkin, Dean of Business, Mathematics, and Sciences - [morkin@peralta.edu](mailto:morkin@peralta.edu)

Comments are closed.

Powered by WordPress | Theme by mg12 | Valid XHTML 1.1 and CSS 3

Log in TOP

# 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

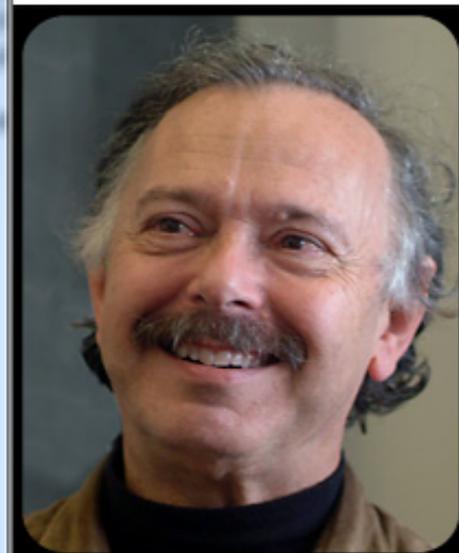
E. Develop Resources to Advance and Sustain our Mission

Comments are closed.

# Open Source – UC Berkeley Physics



[home](#) | [contact us](#) | [site map](#) | [uc berkeley](#) | [letters & science](#) | [text only](#) | [login](#)



## 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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[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  
Fax: 510-643-8497

# Open Source - Harvard

*The* GRADUATE SCHOOL *of* ARTS AND SCIENCES

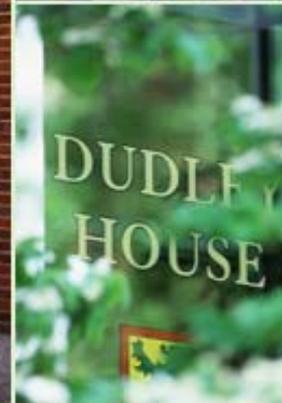


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## News and Notices continued...

**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 – UCLA

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

**UCLA**

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UCLA IN THE COMMUNITY  
INTERNATIONAL

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ADMINISTRATION  
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CAMPUS SERVICES

**SPORTS**  
LECTURES & CONFERENCES  
ARTS & MUSEUMS  
HAPPENINGS

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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**

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**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.**

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**HAPPENINGS** 

 **Faculty Research Lecture**  
**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](#)

 **MORE EVENTS**

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<b><u>Peralta Web Sites Funding and Timeline 03-31-2009</u></b>			
	<b><u>First Year (2009)</u></b>	<b><u>Ongoing Annual</u></b>	
template, architecture, design, branding <sup>1</sup>	\$75,000	\$25,000	
technical and admin support <sup>2</sup>	\$100,000	\$150,000	
server <sup>3</sup>	\$25,000	\$5,000	
software, hardware <sup>3</sup>	\$5,000	\$5,000	
student assistants	\$15,000	\$15,000	
<b><u>total:</u></b>	<b><u>\$220,000</u></b>	<b><u>\$200,000</u></b>	
<sup>1</sup> see Jen Burke proposal			
<sup>2</sup> five half-time webmasters - 8 months in 2009 - and ongoing			
one half-time webmaster for each campus and one for the district			
webmasters could be Peralta adjuncts in non-teaching assignments			
<sup>3</sup> exact amount to be determined by district IT			
<b><u>Timeline</u></b>			
<b>Spring 2009</b>	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		
<b>Summer 2009</b>	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		
<b>Fall 2009</b>	Launch new home pages		
	Replace most old sites (complex sites may take longer)		
<b>Ongoing after launch</b>	Continue web page development		
	Implement upgrades and new open source technologies		
	Improve user experience		

## New Peralta Web Sites – Webmasters

There will be a half-time webmaster/trainer for each campus and one for the district, for a total of five, half-time positions. These positions can either be centrally located or at individual campuses. They can possibly be filled by Peralta adjuncts with non-teaching assignments.

### Responsibilities

- Establish and administer Web sites for faculty, staff, and administrators.
- Give district-wide workshops to assist faculty, staff, and administrators with Web site development.
- Oversee content migration from existing sites to new sites.
- 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, development assistance, and other duties as needed.



I N D U S T R Y

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**10 February 2009**

To: Mike Orkin  
Re: Peralta Colleges Web Site Development

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**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

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**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*

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## **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*

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### **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/](http://www.cforat.org/)) and Wordpress's Automattic Support Network ([automattic.com/services/support-network](http://automattic.com/services/support-network))

#### *Estimate*

- not to exceed \$34,560

*Continued next page*

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**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

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**\$ 74,880 Not-To-Exceed Total**

*See next page for terms and payment*

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**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.

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**Proposed by Industry**

date \_\_\_\_\_

signed \_\_\_\_\_

by (print) \_\_\_\_\_

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**Accepted by Peralta Colleges**

date \_\_\_\_\_

signed \_\_\_\_\_

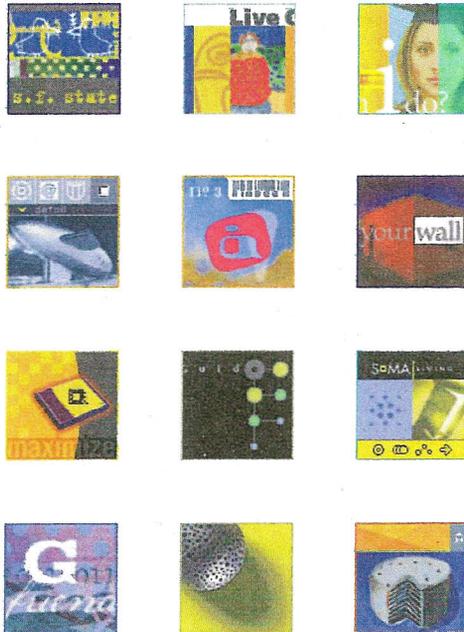
by (print) \_\_\_\_\_

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

## Industry

Visual Interface Design and Front-End Development

[www.industrious.com](http://www.industrious.com)



## Overview

### *In Brief*

industry@industrious.com

415 552 3111 tel

415 552 3131 fax

www.industrious.com

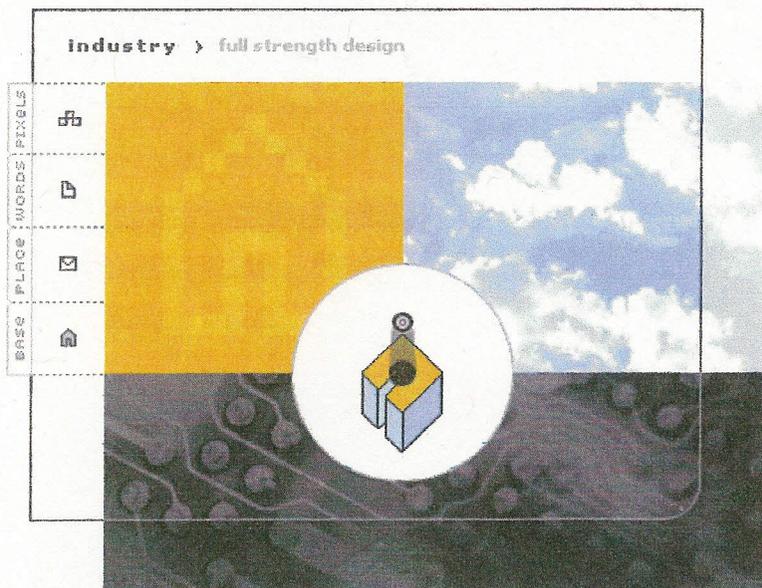
2169 Folsom Street #A100

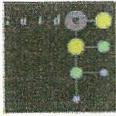
San Francisco, CA 94110

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.





**Charles Schwab**  
*Help Desk Intranet*

Information architecture shines with a navigable status map that indicates where users are, where they have been, and where they can go.

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Information architecture

Visual interface design

Navigation design

Other Charles Schwab projects:

Intranet employee portal design

Web-based training module development

The screenshots show a user interface for a help desk intranet. At the top of each page is a search bar with a 'Go' button and a 'Index' link. A status map is located in the top right corner of each page, showing a hierarchy of navigation options. The first screenshot is the 'Welcome to the Schwab Job Guide' page, which lists various topics like 'Working with Clients', 'Big Spender Orders', 'Fixed Income Orders', 'Risk DNA', 'Cashiering', 'Another Area', 'Something Else', and 'Yet More'. The second screenshot is the 'Place a Fixed Income Order' page, which lists steps like 'Verify Order', 'Place a Treasury Order', 'Send a Treasury Bill', 'Handle Treasury Impulses', 'Corporate and Bond Fixed Orders', 'Place a Corporate Bond Order', 'Place a Hybrid Bond Order', 'Handle Bond Impulses', 'Certificates of Deposit', and 'Place a CD Order'. The third screenshot is the 'Place a Corporate Bond Order' page, which includes a 'Quick Reference for Place a Corporate Bond Order' section with a list of bond types and security numbers. The fourth screenshot is the 'Quick Reference for Unlisted Bonds Security Numbers' page, which lists various bond types and their corresponding security numbers.



## Soma Living

### Internet

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

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Information architecture

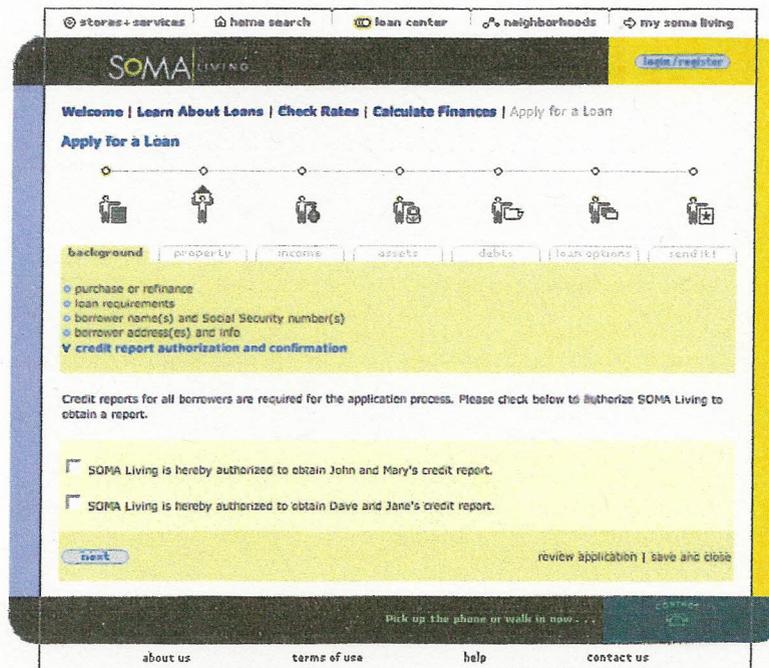
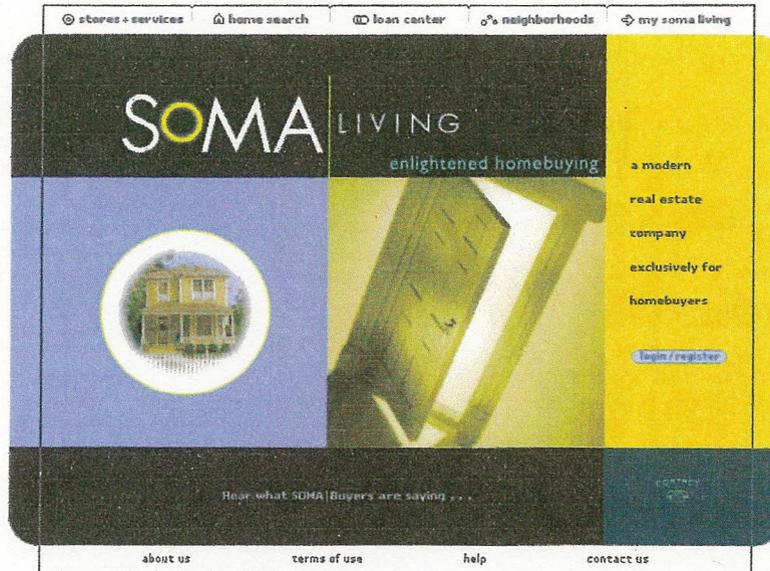
User experience development

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.

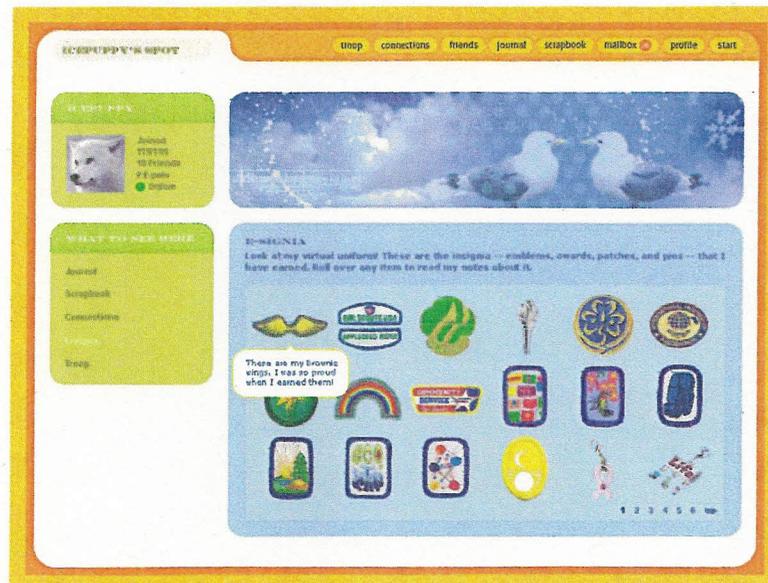
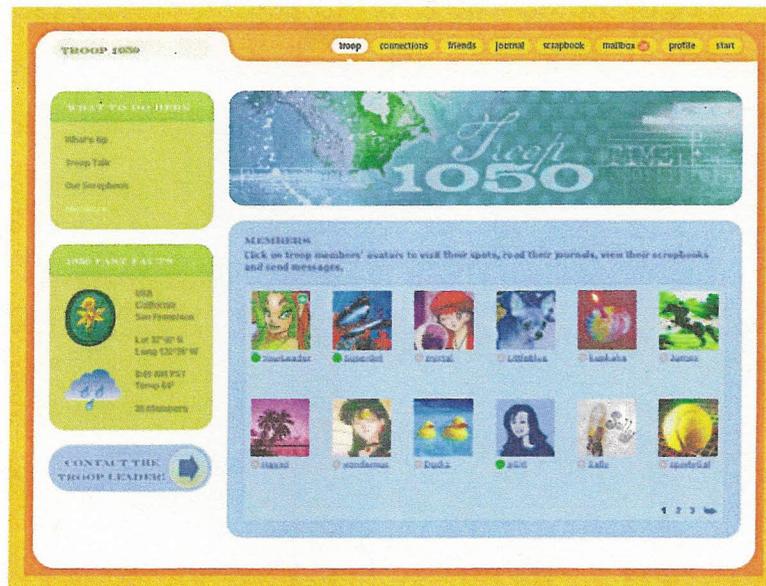
© Industry San Francisco [www.industrious.com](http://www.industrious.com)

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.

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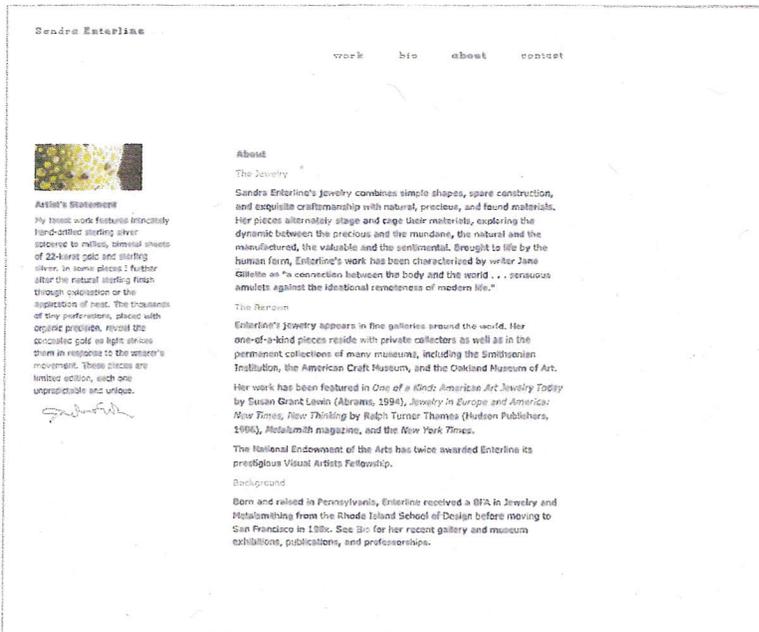
Visual interface design

Identity design

Front-end application development

(portfolio)

Front-end buildout





## Marin Horizon School

Internet

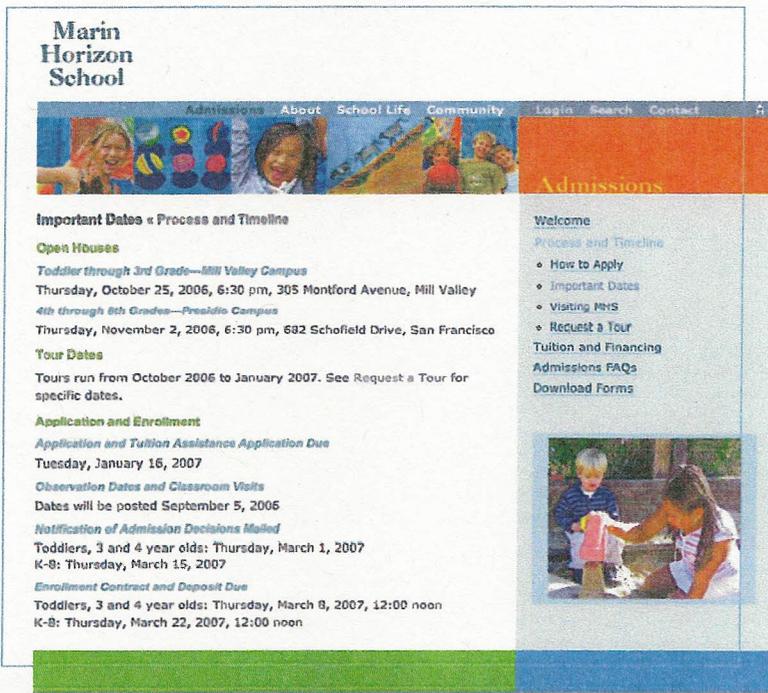
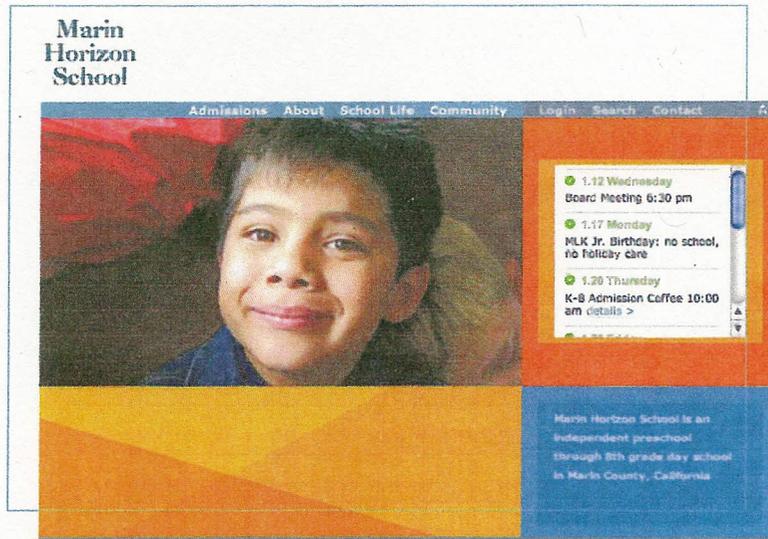
Standards-compliant XHTML, CSS, and DOM javascript separate content from presentation and behavior in this engaging and dynamic school site.

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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*



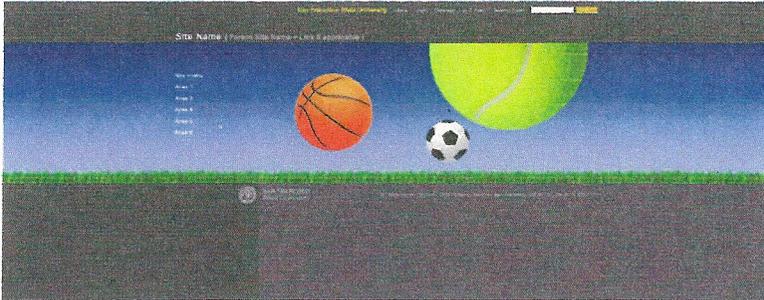
# San Francisco State University

## 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.

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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

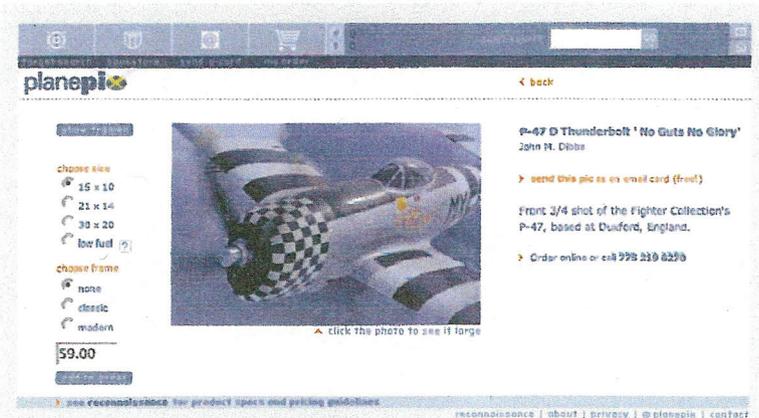
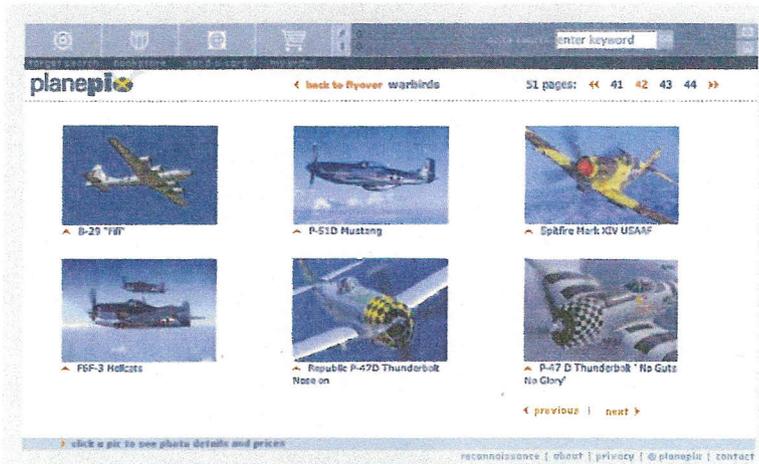
Identity development

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.

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User experience development

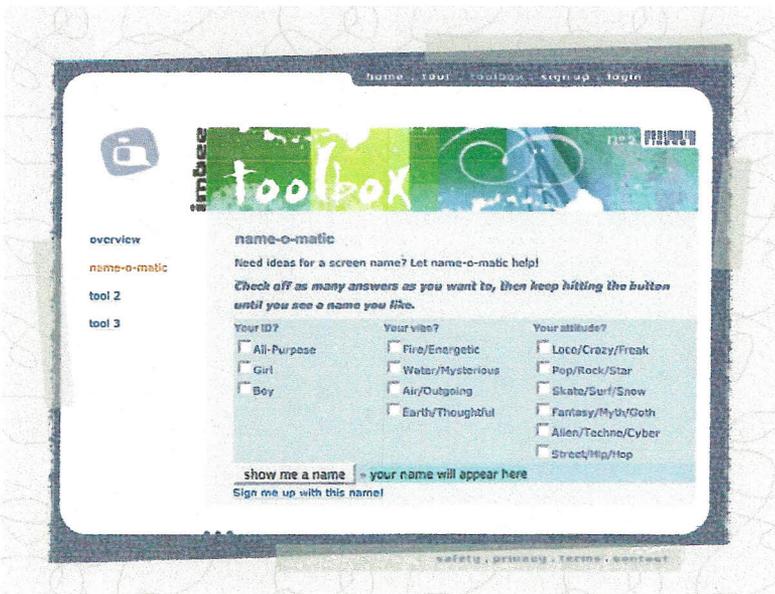
Visual interface design

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.

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Product ideation

Information architecture

User experience development

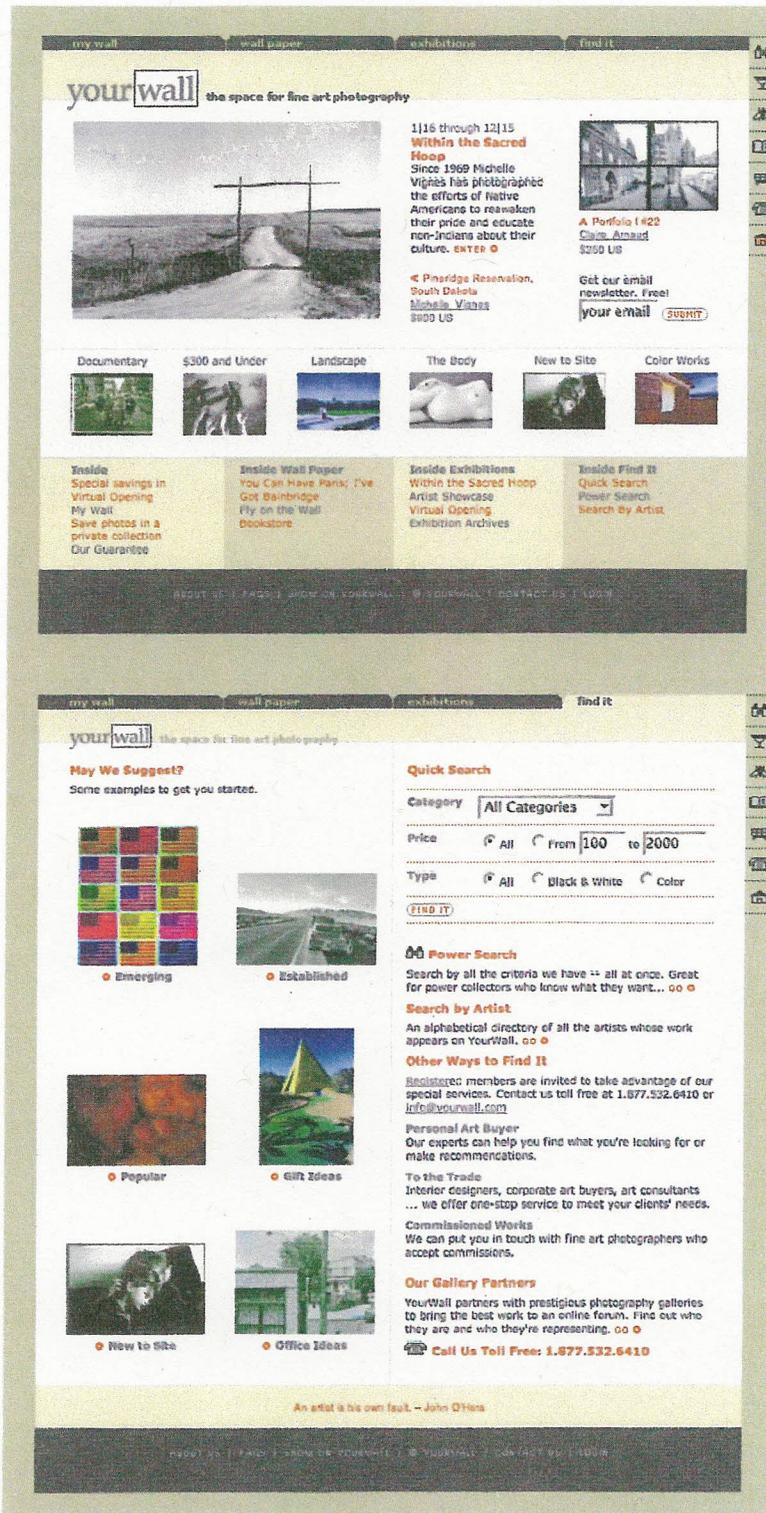
Visual interface design

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

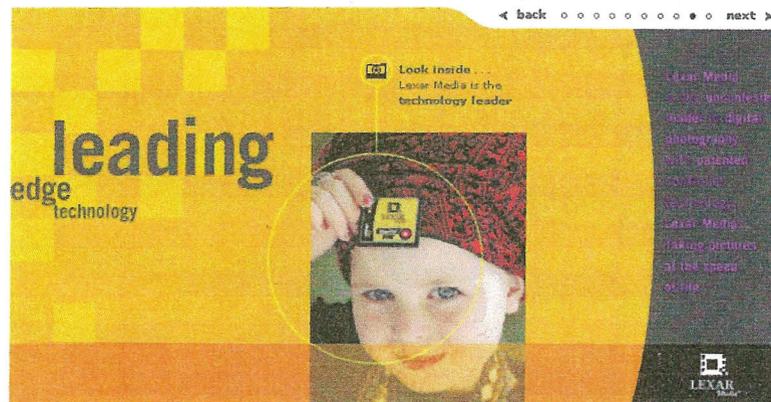
Visual interface design

Animation design

Icon design

Front-end buildout

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



# 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>