

University of Phoenix

Remix Banner Optimization March 17, 2010

NUMBERS: 30K OPTIMIZED BANNER

Copy: **More than 500,000 graduates to date.**

[We swiftly pan over a few numbers and rest on 100.]

Copy: **Over 100 programs for working adults.**

[Another series of quick blurs over numbers before resting on 10.]

Copy: **10 ways we're helping to make a more educated world.** CTA: **Explore the Ways >>**

* Animation Notes: The amount of layers and quantity of "non-descriptive" numbers may vary slightly depending upon optimization of assets. This storyboard illustrates a "best practice" of spacing and layout, but will need to be edited to allow for read time/file size to reach 30k. In rich media, the people should animate, but in 30k executions we should keep them static (not walking) to save on file size. Motion blurs are recommended to mimic broadcast spots, and to fake long distance pans (the background asset will need to be pieced together to save file size, as a large, "single-canvas" art piece would be too large). Motion should feel natural, not too jerky or stopping suddenly. "Easing" in and out should be used to create a more natural movement. If file size becomes an issue, we can omit the people, but it is strongly recommended to retain them for scale. Assets such as bushes can be reused movie clips if that helps on file size.



1 Fade in from tan color to save file size. Hold 2-3 sec read time (minimum).



2 Suggested "camera" pan ↗



3 Suggested "camera" pan ↗



4 Suggested "camera" pan ↗



5 Pan slows down



6 Hold 2-3 sec read time (minimum).



7 Suggested "camera" pan ↗



8 Pan curves slightly (follows water edge) ↗



9 Pan curves slightly (follows water edge) ↗



10 Frame locks, CTA loads last.

NUMBERS: LANDING PAGE

Site module lets users roll over numbers to find out facts and learn more about each one. The “stage” can fade in from tan color, and pan up to mimic the TV spots. Once the stage frames as shown below (5 sec build max) after 2-5 seconds of user inactivity, select number callouts will auto-animate and retract to show facts.

* Technical Note: We can potentially have lead-in banners trigger specific messaging dependant upon which banner leads to the site, or randomly assign the auto-animated callouts so return visitors get served a different initial series of facts based on IP/cookies.

The screenshot shows the University of Phoenix website landing page. At the top, the browser address bar displays "http://www.phoenix.edu/". The page header includes the University of Phoenix logo, navigation links for "ACADEMICS", "HOW IT WORKS", "ABOUT UOPX", and "COMMUNITY", a search bar, and buttons for "Request Information" and "Chat Live". A red banner at the top right contains the phone number "866.766.0766" and a "Student Login" link. Below the navigation is a "Most Viewed" section with links for "Programs", "MBA", and "Tuition".

The central feature is a large, interactive "stage" with a tan background and a grid of numbers. The numbers displayed are: 100, 16, 92, 20,000,000, 4,000, 50,000, 1, 500,000, and 15. The stage is populated with small human figures, suggesting a large-scale event or gathering.

Below the stage are three main content blocks:

- RELATED LINKS:** Innovative Education Technology », How It Works », School of Business », Student Experience »
- PROGRAM FINDER:** Zip Code 94601 (change). Includes tabs for "PROGRAMS" and "COURSES & CERTIFICATES". Fields for "Choose Degree Level" and "Choose Area of Interest" with an "OK" button.
- DAY IN THE LIFE:** see all videos ». Includes a "Share" button and a video thumbnail.

NUMBERS: LANDING PAGE

Item callouts pop up on rollover and offer links to deeper information within the site.

Each number should highlight on **rollover** with the spotlight effect shown, and the info clip will pop up (and build in) on **click** to reveal the number's relevance.

* Animation Note: Some people will be walking naturally as if an overhead shot of a courtyard. Most people will be standing and not needing to walk, or moving slightly. A helicopter can fly overhead, water can animate with slight waves, etc. The movement should read as calm ambiance, but not be distracting from the messaging.

The screenshot shows a web browser window displaying the University of Phoenix landing page. The browser's address bar shows the URL <http://www.phoenix.edu/>. The page header includes the phone number 866.766.0766 and a link for Student Login. The University of Phoenix logo is on the left, and navigation buttons for 'Request Information' and 'Chat Live' are on the right. A navigation menu contains 'ACADEMICS', 'HOW IT WORKS', 'ABOUT UOPX', and 'COMMUNITY'. A search bar is located below the menu. The main content area features a large graphic with various numbers (100, 16, 92, 20,000,000, 4,000, 20, 50,000, 1, 500,000, 15) overlaid on an aerial view of a courtyard. A callout box highlights the number '20' with the text: 'University of Phoenix boasts 20 years of experience in online education – a kind of education that is research-proven to be just as effective as conventional instruction.' Below this text is a button labeled 'Online or On-Campus'. To the right of the callout, it says 'Most Viewed: Programs | MBA | Tuition'. At the bottom, there are three sections: 'RELATED LINKS' with links to 'Innovative Education Technology', 'How It Works', 'School of Business', and 'Student Experience'; 'PROGRAM FINDER' with a 'Zip Code 94601 (change)' field and dropdowns for 'Choose Degree Level' and 'Choose Area of Interest'; and 'DAY IN THE LIFE' with a video player and a 'Share' button.

NUMBERS: LANDING PAGE

All sub-pages linked from the landing page will have a “back/navigation” module so users can visit all items in the same list as the landing page.

* Technical Note: Any user visiting this page, if not linked from the landing page, will not have the “10” side nav.

Animation of the people is suggested but not necessary for this “banner” type side navigation. Highlight state can be the same as rollover state.

The screenshot shows a web browser window with the URL <http://www.phoenix.edu/>. The page title is "Online College Education – Online Degrees – University of Phoenix". The browser's search bar contains "Google".

The website header features the University of Phoenix logo on the left and navigation links "Request Information" and "Chat Live" on the right. Below the logo is a navigation menu with "ACADEMICS", "HOW IT WORKS", "ABOUT UOPX", and "COMMUNITY". A search bar is located to the right of the menu.

The breadcrumb trail reads: [Home](#) » [Students](#) » [How It Works](#) » [Learning Formats](#).

Online and Local Campus Learning Formats

If You Think University of Phoenix is Different, You're Right.

If you've seen our campuses or have read student testimonials, you know we're not your typical university. We've transformed the way you learn by shedding the ivy covered buildings and crowded lecture halls. We know that things change—especially education and enterprise.

Here, you have the freedom to both work and earn your degree. Being a working adult used to mean you were locked into a life of 9 to 5. And if you wanted to earn a degree, unfortunately, most classes were only held during the day, forcing you to choose between putting food on the table and furthering your college education.

Today, the only thing you have to decide is when, and how, you go to school: online or at a local campus.

Your Choice is Simple. Earn Your Degree at Our Home or Yours.

You can attend classes at a location near you and interact with other working adults who are juggling the same demands and working toward similar goals. You can attend classes at one of our more than 200 campuses and learning centers throughout the country.

Or you can do it all online after your work day is done. You'll still get the same built-in support and rigorous education that you would if you physically attended a campus. Our online programs are accessible in most countries around the world and you have online resources available to you like our [University Library](#), the [Center for Mathematics Excellence](#), and the [Center for Writing Excellence](#), which enable you to access research materials, tutorials in Math and Statistics and writing resources.

10 THINGS TO CONSIDER

- » Online or On-Campus
- » Innovative Education Technology
- » College of Nursing
- » School of Business
- » Program Finder
- » Faculty
- » Student Experience
- » How It Works
- » Alumni
- » Day in The Life

REQUEST INFORMATION

94601

Area of Interest

Learning Format

[CONTINUE](#)

NUMBERS: TANDEM BANNER UNITS

FRAME 1

* Animation Note: "Hero" frames as shown below will have "interim motion" frames that blur between the hero frames, and pan over numbers as shown in the 30k banner storyboard on page 1. People animation and other notes apply here as well. Preference is 30k+ file size to allow for smoother, more involved and eye-catching animation, but otherwise optimize per the notes from the 30k banner example.

Business and Financial News - The New York Times

http://www.nytimes.com/pages/business/index.html?adxnnl=1&adxnnlx=1268759054-+GtWuUtbBvriCe8: RSS Google

Welcome to TimesPeople Get Started TimesPeople recommended: The Biden Effect 10:04 AM Recommend

HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS Get Home Delivery-Bay Area Log In Register Now

The New York Times Tuesday, March 16, 2010 **Business** Search All NYTimes.com Go DOCTOR PARMASSUS NOW PLAYING

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION ARTS STYLE TRAVEL JOBS REAL ESTATE AUTOS

Search Business News, Stocks, Funds, Companies Go Financial Tools Select a Financial Tool More in Business Global Business Markets Economy DealBook Media & Advertising Small Business Your Money Energy & Environment

University of Phoenix Over 200 campus locations nationwide.

PAYBACK TIME
Corporate Debt Coming Due May Squeeze Credit
By NELSON D. SCHWARTZ
More than \$700 billion of high-yield debt will mature over a three-year period beginning in 2012, raising worries about new loans, defaults and bankruptcies.
- Previous Articles in the Series

Big Drug Makers Said to Lag in Emerging Markets
By NATASHA SINGER 10:11 AM ET
As pharmaceutical sales in countries like China and India overtake established markets, leading drug companies risk losing market share to local players, a study said.

F.C.C. Says Adoption of New Broadband Plan Is Vital
By BRIAN STELTER 53 minutes ago
The agency characterized its proposal, which it sent to Congress on Tuesday, as a step for keeping the country competitive.

Greece Gets Boost From S&P, but Awaits Word From E.U.
By STEPHEN CASTLE 43 minutes ago
Greece got a vote of confidence from Standard & Poor's for its deficit reduction efforts but was still looking for details on a rescue package from European Union members.

European Union Puts Off New Hedge Fund Rules
By JAMES KANTER 8:20 AM ET
The move to delay a decision on new rules for hedge funds was a reprieve for Britain, which fears that tighter regulations could drive the industry from London.

U.S. Housing Starts Slowed by Blizzards
By JAVIER C. HERNANDEZ 11:00 AM ET

DealBook
Full Coverage of Lehman Case
DealBook has complete coverage of the court-appointed examiner's autopsy of Lehman Brothers' demise and the problems that brought the investment firm down.
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breakingviews.com Headlines
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Skype looks like Silicon Valley's best IPO hope March 15, 2010
Lehman report further vindicates short sellers March 12, 2010

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MARKETS 03/16/2010 1:04 PM ET
U.S. AMERICAS EUROPE ASIA BONDS COMMODITIES

S&P. 500 1,155.71 +5.20	Dow 10,663.39 +21.24	Nasdaq 2,372.74 +10.53
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http://www.nytimes.com/pages/business/index.html?adxnli=1&adxnlix=1268759054-+GtWuUtbBvriCe8c

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Recommend

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Tuesday, March 16, 2010

Business

Search All NYTimes.com

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University of Phoenix
Over 200 Campus Locations Nationwide

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20 years of experience in online education.
University of Phoenix

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NUMBERS: TANDEM BANNER UNITS

FRAME 4

* Animation Note: LEARN MORE button should animate in last once the final frame "locks" into its state below.

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Nasdaq 2,372.74 +10.53 +0.45%

10 things to consider when choosing a school. University of Phoenix Learn More

Today's Headlines Daily E-Mail

University of Phoenix

Thought Leadership Campaign

Wireframes

March 2010

The screenshot shows the Phoenix.edu campaign landing page. At the top right, it displays the phone number 866.766.0766 and a 'Student Login' link. The University of Phoenix logo is on the left. A navigation menu includes 'ACADEMICS | HOW IT WORKS | ABOUT UOPX | COMMUNITY'. A search bar is present. A central interactive graphic features large numbers (100, 16, 92, 20,000,000, 4,000, 20, 50,000, 1, 500,000, 15) and the text 'ROLL OVER ANY NUMBER TO EXPLORE'. Below this are three modules: 'RELATED LINKS' with five placeholder items, 'PROGRAM FINDER' with dropdowns for 'Degree Level' and 'Area of Interest', and 'DAY IN THE LIFE' with a video player. At the bottom, there are tabs for 'Most Visited', 'Your History', and 'Sitemap', and a carousel of six items: 'Colleges', 'Programs', 'FAQs', 'E Campus', 'Admissions', and 'Sitemap'. The footer contains copyright and legal information.

- 1 Phoenix.edu template structure
- 2 Site module lets users roll over numbers to find out facts and learn more about each one. Upon load, after 2-5 seconds of no user interaction, select number callouts will auto-animate and retract to show facts.
- 3 Phoenix.edu module templates. Recommended modules: Related Content, Program Finder and Day In the Life.

866.766.0766 - Student Login



[Live Chat](#)
[Request Information](#)

ACADEMICS | HOW IT WORKS | ABOUT UOPX | COMMUNITY

Most Viewed: [Transcripts](#) | [Programs](#) | [Tuition](#) | [Colleges](#) | [I Am a Phoenix News](#)



1

University of Phoenix boasts 20 years of experience in online education – a kind of education that is research-proven to be just as effective as conventional instruction.

[Online or On-Campus](#)

RELATED LINKS

- [Lorem ipsum dolor sit amet, consete >>](#)

PROGRAM FINDER

Programs | **Courses & Certificates**

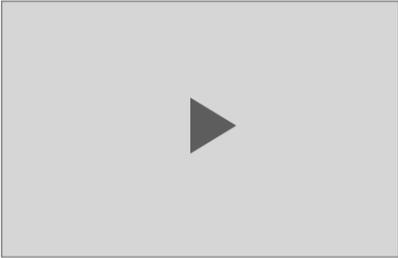
Degree Level

Area of Interest

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1

Item callouts pop up on rollover and offer links to deeper information within the site. Number will highlight on rollover with a spotlight effect and the info clip will pop up to reveal the number's relevance. Link on the callout leads to internal .edu respective page.

866.766.0766 - Student Login



[Live Chat](#)
[Request Information](#)

[ACADEMICS](#) | [HOW IT WORKS](#) | [ABOUT UOPX](#) | [COMMUNITY](#)

home > students > how it works > learning formats

Online and On-Campus Learning Formats

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10 THINGS TO CONSIDER

- >> College of Nursing
- >> School of Business
- >> Program Finder
- >> Innovative Education Technology
- >> Faculty
- >> Student Experience
- >> How it Works
- >> Alumni
- >> Day In The Life

REQUEST INFO

Zip code

Area of Interest

Learning Format

[Continue](#)

or you can call us
866 766 0766

FIND A CAMPUS [See All Locations >>](#)

Zip code

RELATED

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Colleges

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E Campus

Admissions

Sitemap

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All sub-pages linked from the landing page will have a "back/navigation" module so users can visit all items in the same list as the landing page