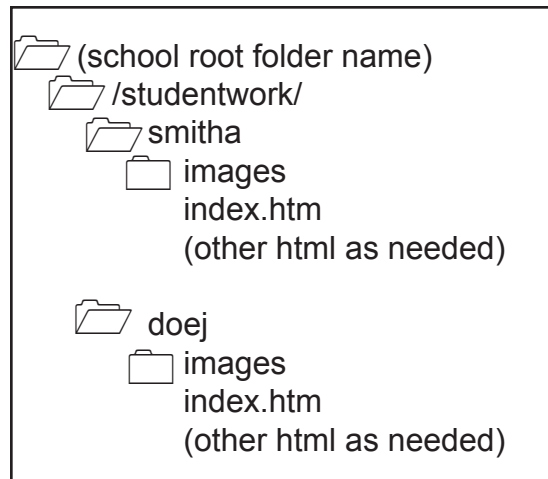
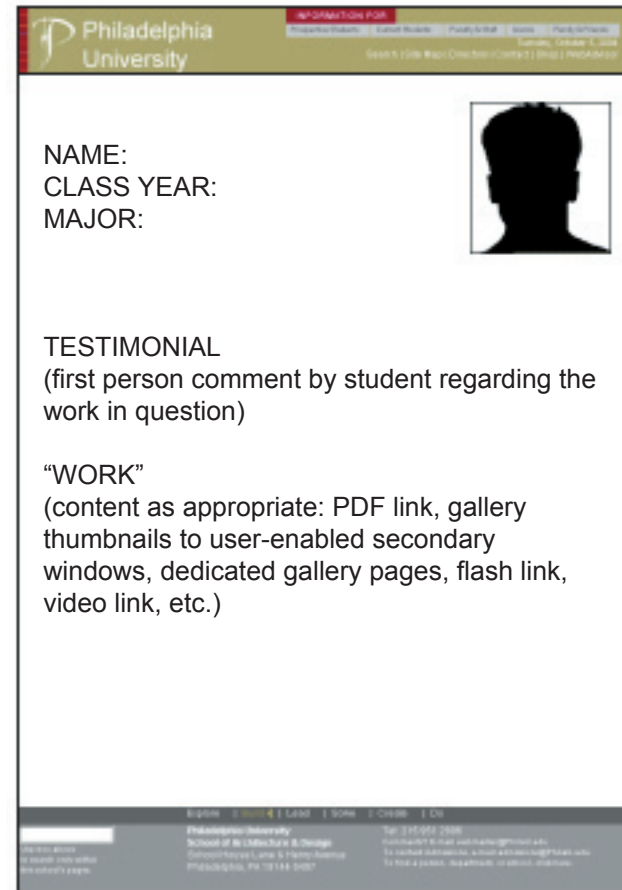


In addition to iconographic links from home (■ above), text links from "About" pages and relevant Quick Links on majors' pages will direct visitors to "work"



LANDING PAGE
 IS A PROFILE PAGE
 (boilerplate design)



or (customized design)

If customized design is chosen, header and footer elements (shown in black above) should act as orienting anchors; standard file name/folder structure (see bottom left of this page) should also be followed.

The following elements are also recommended:

- NAME
- CLASS
- MAJOR
- TESTIMONIAL
- "WORK" LINKS

The evolution of www.PhilaU.edu has seen student work posted as it related to events (e.g. www.PhilaU.edu/FashionDesign/studentwork.htm), awards, and competitions (e.g. www.PhilaU.edu/SBA/News/news-students.htm). Individual departments (e.g. Industrial Design, Textile Design) have likewise made efforts in this direction.

The student work profiles as proposed here, however, represent a further step forward in the site's evolution toward a more comprehensive and cohesive recruitment tool.