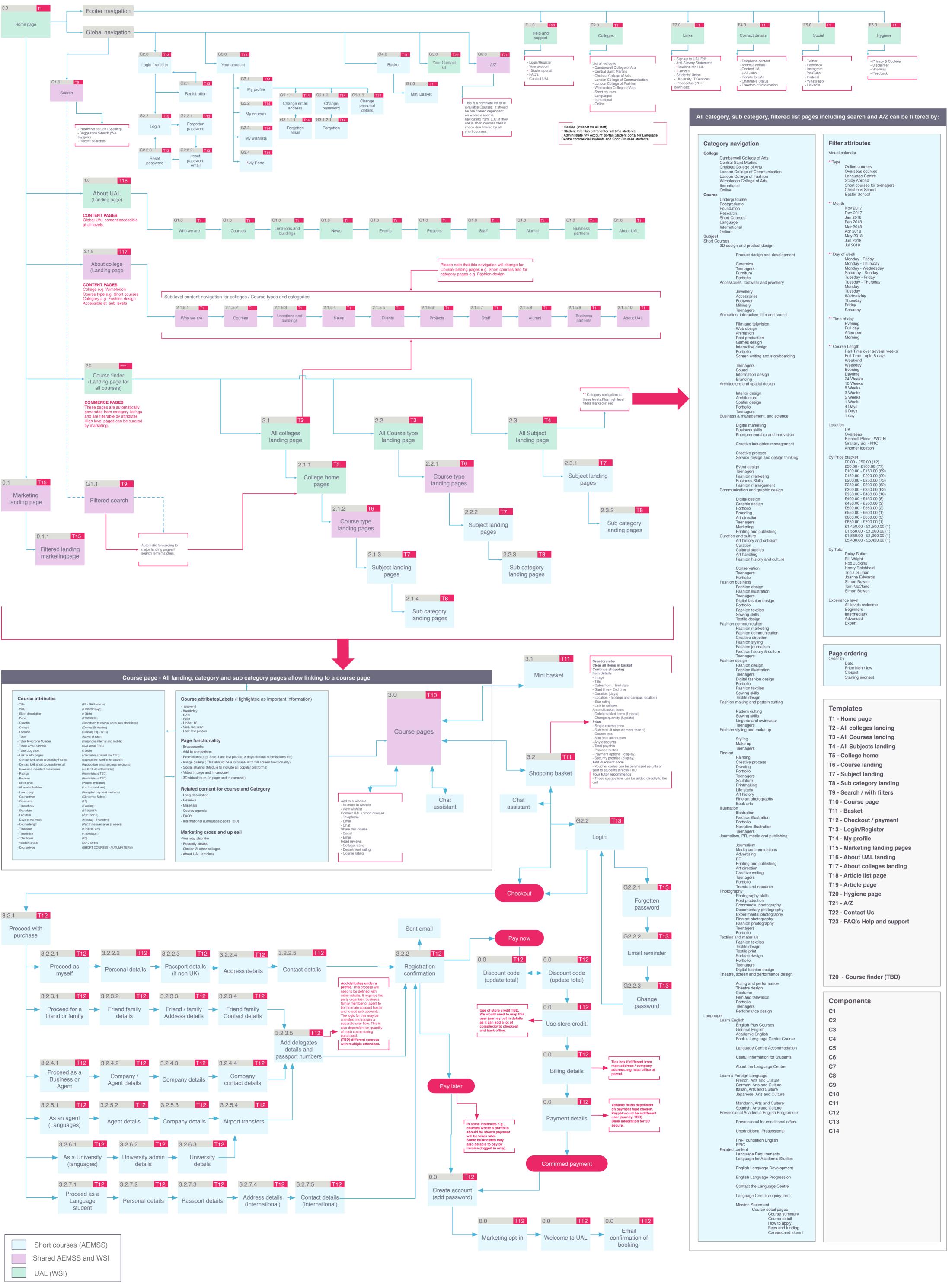# UAL: Information architecture V01

Detailed site architecture for Short courses and Language courses (Suggestions of Wider UAL architecture for discussion)

Top navigation

- **0.0 T1** Home page
- Footer navigation
- Global navigation

F 1.0 T23 Help and support
- Login/Register
- Your account
- *Student portal
- FAQ's
- Contact UAL

F2.0 T1 Colleges
- List all colleges
- Camberwell College of Arts
- Central Saint Martins
- Chelsea College of Arts
- London College of Communication
- London College of Fashion
- Wimbledon College of Arts
- Short courses
- Languages
- International
- Online

F3.0 T1 Links
- Sign up to UAL Edit
- Anti-Slavery Statement
- *Student Info Hub
- *iCanvas
- Students' Union
- University IT Services
- Prospectus (PDF download)

F4.0 T1 Contact details
- Telephone contact
- Address details
- Contact UAL
- Donate to UAL
- Charitable Status
- Freedom of Information

F5.0 T1 Social
- Twitter
- Facebook
- Instagram
- YouTube
- Pintrest
- Whats app
- Linkedin

F6.0 T1 Hygiene
- Privacy & Cookies
- Disclaimer
- Site Map
- Feedback

Account / Search / Basket

- **G2.0 T15** Login / register
- **G3.0 T14** Your account
- **G4.0 T11** Basket
- **G5.0 T28** Your Contact us
- **G6.0 T21** A/Z
- **G1.0 T0** Search
- **G2.1 T13** Registration
- **G3.1 T14** My profile
- **G3.1.1 T14** Change email address
- **G3.13 T14** Change password
- **G3.13 T14** Change personal details
- **G1.0 T1** Mini Basket
- **G2.2 T15** Login
- **G2.2.1 T15** Forgotten password
- **G3.2 T14** My courses
- **G3.3 T14** My wishlists
- **G3.4 T14** *My Portal
- **G2.2.3 T15** Reset password
- **G2.2.2 T13** reset password email
- **G3.1.1 T14** Forgotten email
- **G3.13 T14** Forgotten

Search notes:
- Predictive search (Spelling)
- Suggestion Search (We suggest)
- Recent searches

A/Z note: This is a complete list of all available Courses. It should be pre filtered dependent on where a user is navigating from. E.G. if they are in short courses then if shook due filtered by all short courses.

Note: *Canvas (intranet for all staff), *Student Info Hub (intranet for full time students), Administrate 'My Account' portal (Student portal for Language Centre commercial students and Short Courses students)

Content pages

- **1.0 T16** About UAL (Landing page)
  - CONTENT PAGES — Global UAL content accessible at all levels.
- **2.1.5 T17** About college (Landing page)
  - CONTENT PAGES — College e.g. Wimbledon, Course type e.g. Short courses, Category e.g. Fashion design, Accessible at sub levels

Sub level content navigation (G1.0 T1):
Who we are | Courses | Locations and buildings | News | Events | Projects | Staff | Alumni | Business partners | About UAL

Sub level content navigation for colleges / Course types and categories:
- 2.1.5.1 Who we are
- 2.1.5.2 Courses
- 2.1.5.3 Locations and buildings
- 2.1.5.4 News
- 2.1.5.5 Events
- 2.1.5.6 Projects
- 2.1.5.7 Staff
- 2.1.5.8 Alumni
- 2.1.5.9 Business partners
- 2.1.5.10 About UAL

Note: Please note that this navigation will change for Course landing pages e.g. Short courses and for category pages e.g. Fashion design

- **2.0 ???** Course finder (Landing page for all courses)
  - COMMERCE PAGES — These pages are automatically generated from category listings and are filterable by attributes. High level pages can be curated by marketing.

Note: ** Category navigation at these levels Plus high level filters marked in red

- **0.1 T15** Marketing landing page
- **G1.1 T9** Filtered search
- **0.1.1 T15** Filtered landing marketingpage

Landing pages

- **2.1 T2** All colleges landing page
- **2.2 T3** All Course type landing page
- **2.3 T4** All Subject landing page
- **2.1.1 T5** College home pages
- **2.2.1 T6** Course type landing pages
- **2.3.1 T7** Subject landing pages
- **2.1.2 T6** Course type landing pages
- **2.2.2 T7** Subject landing pages
- **2.3.2 T8** Sub category landing pages
- **2.1.3 T7** Subject landing pages
- **2.2.3 T8** Sub category landing pages
- **2.1.4 T8** Sub category landing pages

Note: Automatic forwarding to major landing pages if search term matches.

Course page — All landing, category and sub category pages allow linking to a course page

Course attributes
- Title (FA - BA Fashion)
- SKU (1250CFKiajl)
- Short description (128ch)
- Price (£99999.99)
- Quantity (Dropdown to choose up to max stock level)
- College (Central St Martins)
- Location (Granary Sq. - N1C)
- Tutor (Name of tutor)
- Tutor Telephone Number (Telephone internal and mobile)
- Tutors email address (UAL email TBC)
- Tutor blog short (128ch)
- Link to tutor pages (Internal or external link TBD)
- Contact UAL short courses by Phone (appropriate number for course)
- Contact UAL short courses by email (Appropriate email address for course)
- Download important documents (up to 10 download links)
- Ratings (Administrate TBD)
- Reviews (Administrate TBD)
- Stock level (Places available)
- All available dates (List in dropdown)
- How to pay (Accepted payment methods)
- Course type (Christmas School)
- Class size (20)
- Time of day (Evening)
- Start date (5/10/2017)
- End date (23/11/2017)
- Days of the week (Monday - Thursday)
- Course length (Part Time over several weeks)
- Time start (10:00:00 am)
- Time finish (4:00:00 pm)
- Total hours (25)
- Academic year (2017-2018)
- Course type (SHORT COURSES - AUTUMN TERM)

Course attributesLabels (Highlighted as important information)
- Weekend
- Weekday
- New
- Sale
- Under 18
- Visa required
- Last few places

Page functionality
- Breadcrumbs
- Add to comparison
- Promotions (e.g. Sale, Last few places, 3 days till final submissions etc)
- Image gallery (This should be a carousel with full screen functionality)
- Social sharing (Module to include all popular platforms)
- Video in page and in carousel
- 3D virtual tours (In page and in carousel)

Related content for course and Category
- Long description
- Reviews
- Materials
- Course agenda
- FAQ's
- International (Language pages TBD)

Marketing cross and up sell
- You may also like
- Recently viewed
- Similar @ other colleges
- About UAL (articles)

Basket / Checkout

- **3.1 T11** Mini basket
- **3.0 T10** Course pages
- **3.2 T11** Shopping basket
- Chat assistant
- **G2.2 T13** Login
- Checkout
- **G2.2.1 T13** Forgotten password
- **G2.2.2 T13** Email reminder
- **G2.2.3 T13** Change password

Mini basket detail:
Breadcrumbs / Clear all items in basket / Continue shopping
Item details
- Image
- Title
- Dates from - End date
- Start time - End time
- Duration (days)
- Location - (college and campus location)
- Star rating
- Link to reviews
Amend basket items
- Delete basket items (Update)
- Change quantity (Update)
Price
- Single course price
- Sub total (if amount more than 1)
- Course total
- Sub total all courses
- Any discounts
- Total payable
- Proceed button
- Payment options (display)
- Security promise (display)
Add discount code
- Voucher codes can be purchased as gifts or sent to students directly TBD
Your tutor recommends
- These suggestions can be added directly to the cart

Course page actions:
- Add to a wishlist
- Number in wishlist
- view wishlist
Contact UAL / Short courses
- Telephone
- Email
- Chat
Share this course
- Social
- Email
Read reviews
- College rating
- Department rating
- Course rating

Checkout flow

- **3.2.1 T12** Proceed with purchase
- **3.2.2.1 T12** Proceed as myself
- **3.2.2.2 T12** Personal details
- **3.2.2.3 T12** Passport details (if non UK)
- **3.2.2.4 T12** Address details
- **3.2.2.5 T12** Contact details
- **3.2.3.1 T12** Proceed for a friend or family
- **3.2.3.2 T12** Friend family details
- **3.2.3.3 T12** Friend / family Address details
- **3.2.3.4 T12** Friend family Contact details
- **3.2.3.5 T12** Add delegates details and passport numbers
- **3.2.4.1 T12** Proceed as a Business or Agent
- **3.2.4.2 T12** Company / Agent details
- **3.2.4.3 T12** Company details
- **3.2.4.4 T12** Company contact details
- **3.2.5.1 T12** As an agent (Languages)
- **3.2.5.2 T12** Agent details
- **3.2.5.3 T12** Company details
- **3.2.5.4 T12** Airport transfers
- **3.2.6.1 T12** As a University (languages)
- **3.2.6.2 T12** University admin details
- **3.2.6.3 T12** University details
- **3.2.7.1 T12** Proceed as a Language student
- **3.2.7.2 T12** Personal details
- **3.2.7.3 T12** Passport details
- **3.2.7.4 T12** Address details (International)
- **3.2.7.5 T12** Contact details (international)
- **3.2.2 T12** Registration confirmation
- Sent email
- Pay now
- **0.0 T12** Discount code (update total)
- **0.0 T12** Discount code (update total)
- **0.0 T12** Use store credit.
- **0.0 T12** Billing details
- **0.0 T12** Payment details
- Pay later
- Confirmed payment
- **0.0 T12** Create account (add password)
- **0.0 T12** Marketing opt-in
- **0.0 T12** Welcome to UAL.
- **0.0 T12** Email confirmation of booking.

Checkout notes:
- Add delicates under a profile. This process will need to be defined with Administrate. It requires the party organiser, business, family member or agent to be the main account holder and to add sub accounts. The logic for this may be complex and require a separate user flow. This is also dependent on quantity of each course being purchased. (TBD) different courses with multiple attendees.
- Use of store credit TBD. We would need to map this user journey out in details as it can add a lot of complexity to checkout and back office.
- Tick box if different from main address / company address. e.g head office of parent.
- Variable fields dependent on payment type chosen. Paypal would be a different user journey. TBD) Bank integration for 3D secure.
- In some instances e.g. courses where a portfolio should be shown payment will be taken later. Some businesses may also be able to pay by invoice (logged in only).

Legend:
- Short courses (AEMSS)
- Shared AEMSS and WSI
- UAL (WSI)

All category, sub category, filtered list pages including search and A/Z can be filtered by:

Category navigation

College
- Camberwell College of Arts
- Central Saint Martins
- Chelsea College of Arts
- London College of Communication
- London College of Fashion
- Wimbledon College of Arts
- International
- Online

Course
- Undergraduate
- Postgraduate
- Foundation
- Research
- Short Courses
- Language
- International
- Online

Subject

Short Courses

3D design and product design
- Product design and development
- Ceramics
- Teenagers
- Furniture
- Portfolio

Accessories, footwear and jewellery
- Jewellery
- Accessories
- Footwear
- Millinery
- Portfolio

Animation, interactive, film and sound
- Film and television
- Web design
- Animation
- Post production
- Games design
- Interactive design
- Portfolio
- Screen writing and storyboarding
- Teenagers
- Sound
- Information design
- Branding

Architecture and spatial design
- Interior design
- Architecture
- Spatial design
- Portfolio
- Teenagers

Business & management, and science
- Digital marketing
- Business skills
- Entrepreneurship and innovation
- Creative industries management
- Creative process
- Service design and design thinking
- Event design
- Teenagers
- Fashion marketing
- Business Skills
- Fashion management

Communication and graphic design
- Digital design
- Graphic design
- Portfolio
- Branding
- Art direction
- Teenagers
- Marketing
- Printing and publishing

Curation and culture
- Art history and criticism
- Curation
- Cultural studies
- Art handling
- Fashion history and culture
- Conservation
- Teenagers
- Portfolio

Fashion business
- Fashion design
- Fashion illustration
- Teenagers
- Digital fashion design
- Portfolio
- Fashion textiles
- Sewing skills
- Textile design

Fashion communication
- Fashion marketing
- Fashion communication
- Creative direction
- Fashion styling
- Fashion journalism
- Fashion history and culture
- Teenagers

Fashion design
- Fashion design
- Fashion illustration
- Teenagers
- Digital fashion design
- Portfolio
- Fashion textiles
- Sewing skills
- Textile design

Fashion making and pattern cutting
- Pattern cutting
- Sewing skills
- Lingerie and swimwear
- Teenagers

Fashion styling and make up
- Styling
- Make up
- Teenagers

Fine art
- Painting
- Creative process
- Drawing
- Portfolio
- Teenagers
- Sculpture
- Printmaking
- Life study
- Art history
- Fine art photography
- Book arts

Illustration
- Illustration
- Fashion illustration
- Portfolio
- Narrative illustration
- Teenagers

Journalism, PR, media and publishing
- Journalism
- Media communications
- Advertising
- PR
- Printing and publishing
- Art direction
- Creative writing
- Teenagers
- Portfolio
- Trends and research

Photography
- Photography skills
- Post production
- Commercial photography
- Documentary photography
- Experimental photography
- Fine art photography
- Fashion photography
- Teenagers
- Portfolio

Textiles and materials
- Fashion textiles
- Textile design
- Textile print
- Surface design
- Portfolio
- Teenagers
- Digital fashion design

Theatre, screen and performance design
- Acting and performance
- Theatre design
- Costume
- Film and television
- Portfolio
- Teenagers
- Performance design

Language

Learn English
- English Plus Courses
- General English
- Academic English
- Book a Language Centre Course
- Language Centre Accommodation
- Useful Information for Students
- About the Language Centre

Learn a Foreign Language
- French, Arts and Culture
- German, Arts and Culture
- Italian, Arts and Culture
- Japanese, Arts and Culture
- Mandarin, Arts and Culture
- Spanish, Arts and Culture

Presessional Academic English Programme
- Presessional for conditional offers
- Unconditional Presessional
- Pre-Foundation English
- EPIC

Related content
- Language Requirements
- Language for Academic Studies
- English Language Development
- English Language Progression
- Contact the Language Centre
- Language Centre enquiry form

Mission Statement
- Course detail pages
- Course summary
- Course detail
- How to apply
- Fees and funding
- Careers and alumni

Filter attributes

Visual calendar

**Type
- Online courses
- Overseas courses
- Language Centre
- Study Abroad
- Short courses for teenagers
- Christmas School
- Easter School

** Month
- Nov 2017
- Dec 2017
- Jan 2018
- Feb 2018
- Mar 2018
- Apr 2018
- May 2018
- Jun 2018
- Jul 2018

** Day of week
- Monday - Friday
- Monday - Thursday
- Monday - Wednesday
- Saturday - Sunday
- Tuesday - Friday
- Tuesday - Thursday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

** Time of day
- Evening
- Full day
- Afternoon
- Morning

** Course Length
- Part Time over several weeks
- Full Time - upto 5 days
- Weekend
- Weekday
- Evening
- Daytime
- 24 Weeks
- 10 Weeks
- 8 Weeks
- 3 Weeks
- 5 Weeks
- 1 Week
- 4 Days
- 2 Days
- 1 day

Location
- UK
- Overseas
- Richbell Place - WC1N
- Granary Sq. – N1C
- Another location

By Price bracket
- £0.00 - £50.00 (12)
- £50.00 - £100.00 (77)
- £100.00 - £150.00 (89)
- £150.00 - £200.00 (99)
- £200.00 - £250.00 (73)
- £250.00 - £300.00 (62)
- £300.00 - £350.00 (62)
- £350.00 - £400.00 (18)
- £400.00 - £450.00 (8)
- £450.00 - £500.00 (3)
- £500.00 - £550.00 (2)
- £550.00 - £600.00 (1)
- £600.00 - £650.00 (3)
- £650.00 - £700.00 (1)
- £1,450.00 - £1,500.00 (1)
- £1,550.00 - £1,600.00 (1)
- £1,850.00 - £1,900.00 (1)
- £5,400.00 - £5,450.00 (1)

By Tutor
- Daisy Butler
- Bill Wright
- Rod Judkins
- Henry Reichhold
- Tricia Gillman
- Joanne Edwards
- Simon Bowen
- Tom McClane
- Simon Bowen

Experience level
- All levels welcome
- Beginners
- Intermediary
- Advanced
- Expert

Page ordering
Order by
- Date
- Price high / low
- Closest
- Starting soonest

Templates
- T1 - Home page
- T2 - All colleges landing
- T3 - All Courses landing
- T4 - All Subjects landing
- T5 - College home
- T6 - Course landing
- T7 - Subject landing
- T8 - Sub category landing
- T9 - Search / with filters
- T10 - Course page
- T11 - Basket
- T12 - Checkout / payment
- T13 - Login/Register
- T14 - My profile
- T15 - Marketing landing pages
- T16 - About UAL landing
- T17 - About colleges landing
- T18 - Article list page
- T19 - Article page
- T20 - Hygiene page
- T21 - A/Z
- T22 - Contact Us
- T23 - FAQ's Help and support
- T20 - Course finder (TBD)

Components
C1, C2, C3, C4, C5, C6, C7, C8, C9, C10, C11, C12, C13, C14