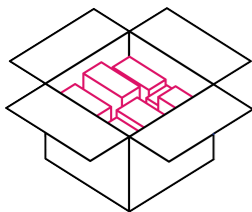
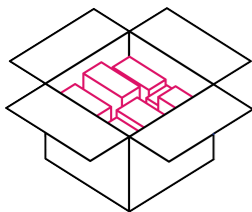


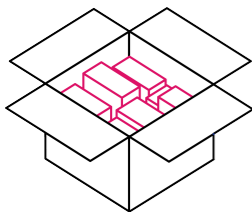
Zielgruppenorientierte Separierung des Internetauftritts der Medieninformatik



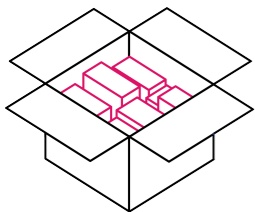
Was ist die Grundidee?



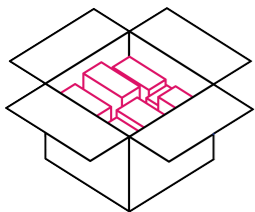
Welche Zielgruppen/ Personas werden angesprochen?



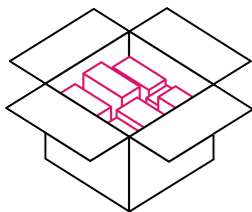
Was wird konkret verbessert?



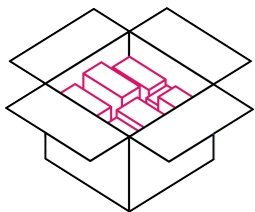
Welcher Kanal ist betroffen?



Was ist die Herausforderung?



Erstes inhaltliches Beispiel



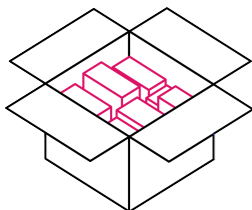
Erstes inhaltliches Beispiel

Studieninteressierte

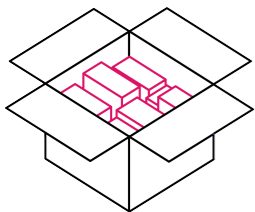
- Bachelor
- Master
- Medieninformatik
- Räume & Ressourcen
- Leute
- Kooperationsmöglichkeiten
- Events (Berichte)

Studierende

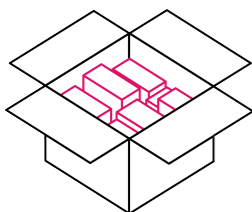
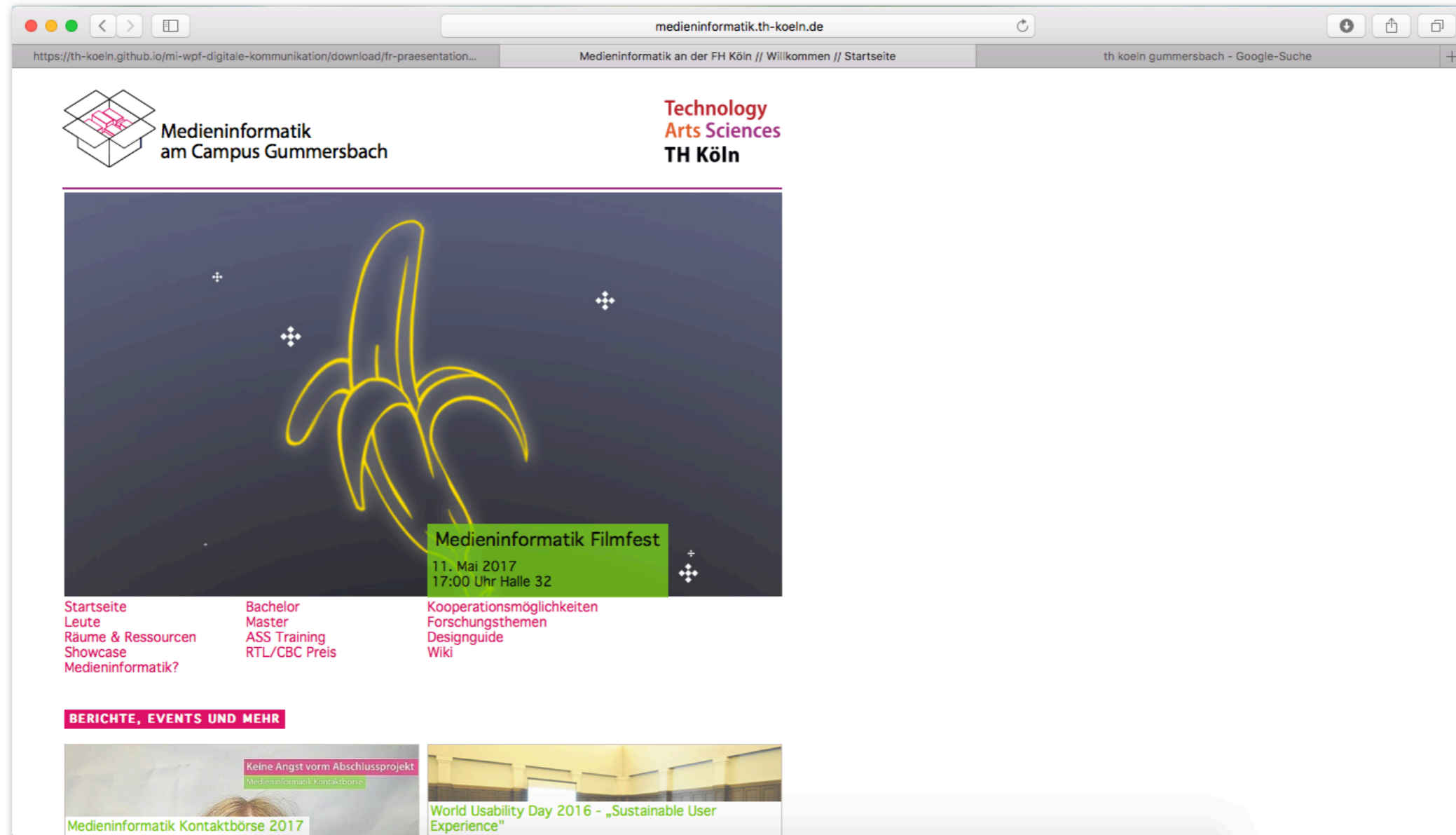
- Wiki
- Showcase
- Designguide
- ASS Training
- Events u. Berichte
- Forschungsthemen
- Kooperationsmöglichkeiten



Erstes visuelles Beispiel

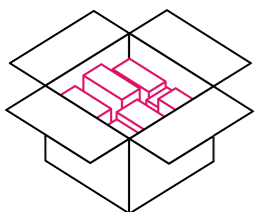
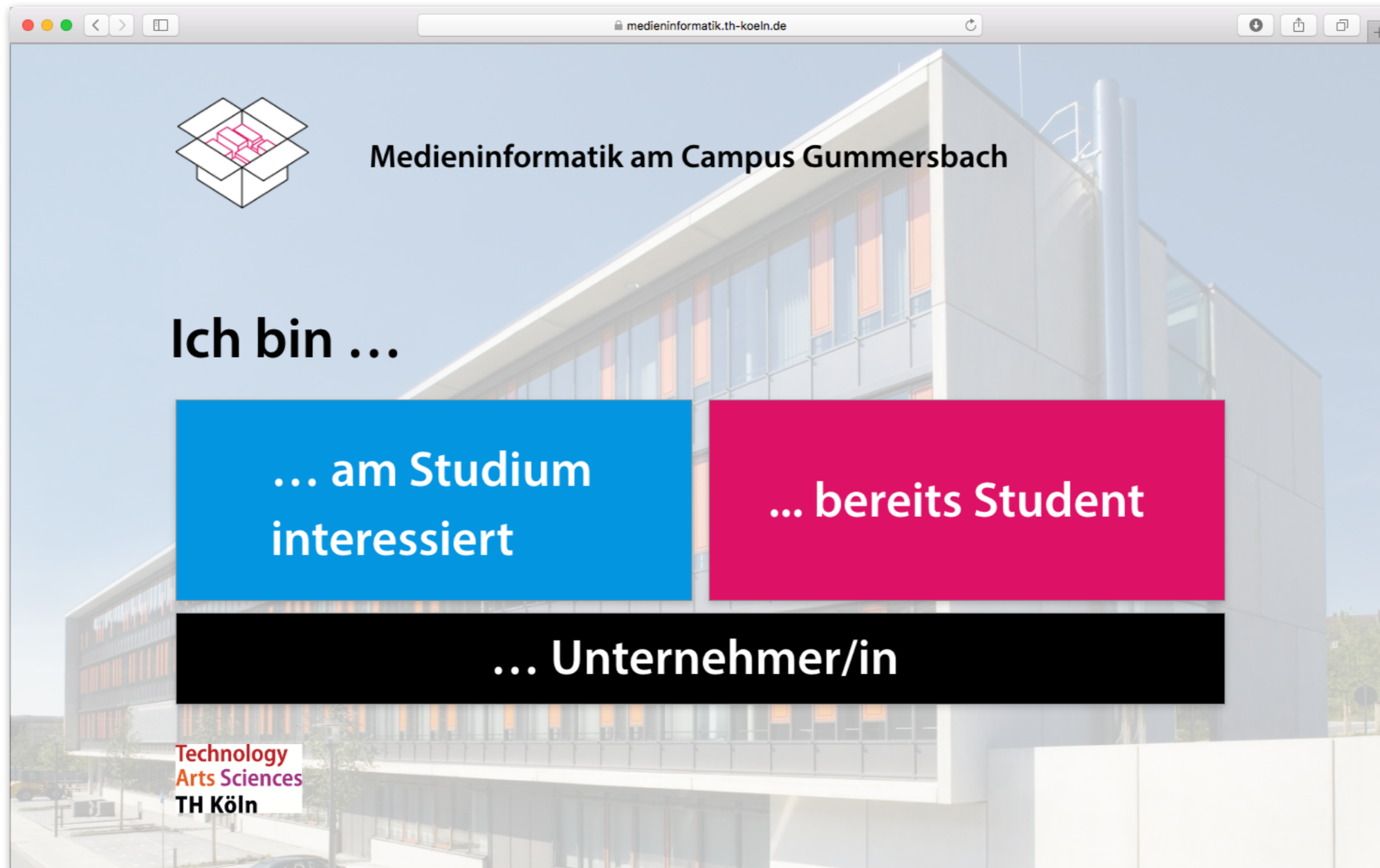


Startseite der MI Webseite

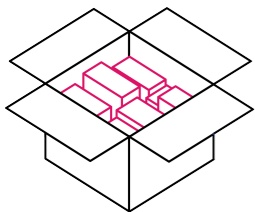


Viel Drin
Medieninformatik am Campus Gummersbach

Erstes visuelles Beispiel



Fragen?



Viel Drin
Medieninformatik am Campus Gummersbach