



Approach:

Housing and Food Services has a strong vision of breaking the mold of how people think about housing and food services. GIRVIN's bold and unconventional design reflects the spirit of this group's vision and breadth of service. Creating an intriguing and dynamic presence, we helped to depict their strategic initiatives on the Web. They wanted a high impact site that spoke to incoming freshman as well as current students, a site that would represent the superior housing and dining experience at the UW as well as be a student resource for a variety of technical services.

Result:

The design was purposefully as cutting-edge as the spirit of HFS. The result was a compelling visual online presence coupled with ease-of-use and breadth of functionality. We executed a detailed site map which organized three massive sections of the HFS Web presence into a single coherent system. Through the bold use of color and a continuous line concept, we brought the site to life as a link that represented the various groups at HFS.

