

UNIVERSITY OF CHICAGO'S MASTER OF ARTS PROGRAM IN THE HUMANITIES

Redesign establishes University Chicago brand, expresses program excellence



TEAM PLAYERS

MAPH:

- Content development
- Content loading
- Site maintenance

Neoteric Design:

- Art direction, site design,
- template development

CUSTOMER PROFILE

MAPH is an undertaking of the entire Humanities Division at the University of Chicago; it exists to open the resources of the Division and the larger University to entering graduate students. The department's larger intellectual project is to provide the context for practical reflection about the power, critical edge, and significance of contemporary humanistic inquiry.

MAPH sponsors curricular projects and special events serving the larger University of Chicago community, addressing a wide range of issues relevant to the requirements of academic life, the role of humanistic training in various extra-academic professions, and the place of humanists in public culture.

TECHNOLOGY / TOOLS

- Adobe PhotoShop
- Adobe Contribute

GOALS & OBJECTIVES

- Enable staff to maintain site content
- Express the high academic standards of the program
- Reinforce relationship between program and University

SOLUTIONS

- Adobe Contribute-ready template files for multiple page types
- Consistent, contemporary visual design
- Clear and consistent identity design

“ Everyone at MAPH and Neoteric gets a very long applause for their work. BRAVO... thank you for helping make the Humanities a more beautiful place! ”

— Joanne M. Berens, Director of Communications
Division of the Humanities