

Design

A

Website

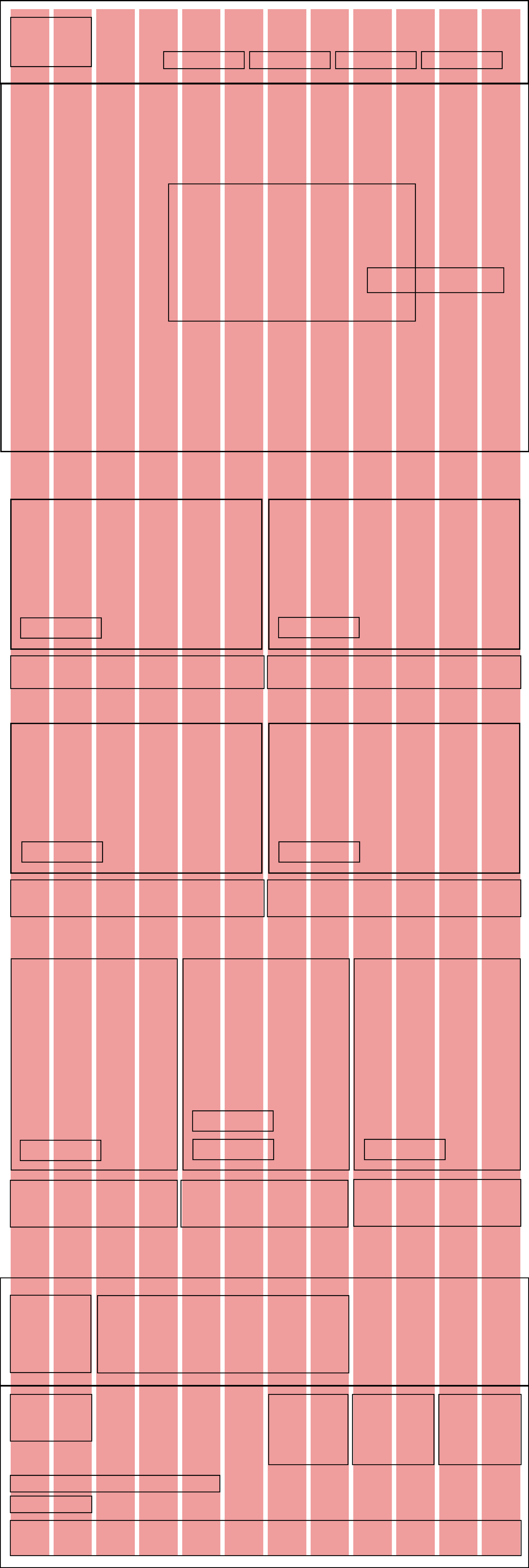


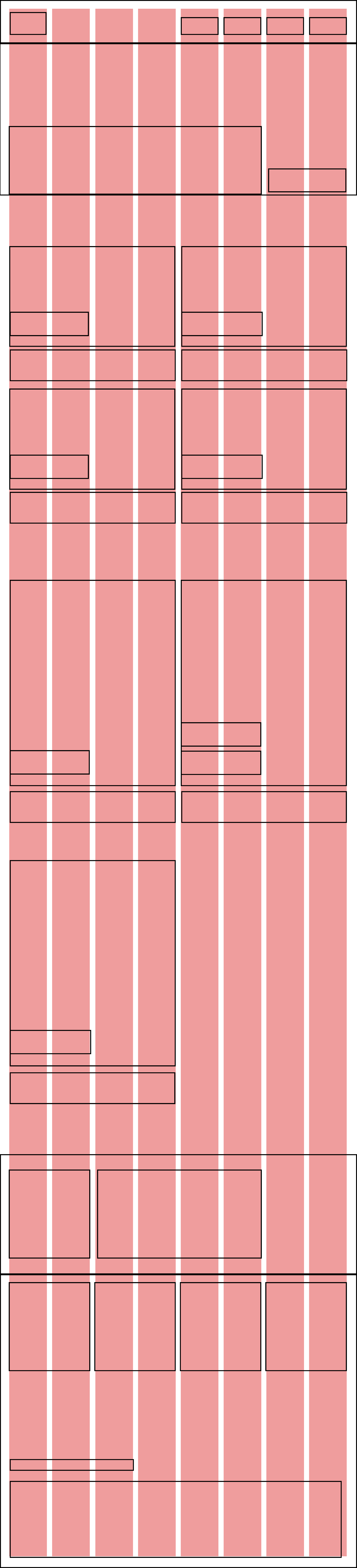
GRAF2024
Norene Esquivel
101392233
26/10/2025



link to figma file:

https://www.figma.com/design/X2Mxns7GHiE4EuSmr9RwYI/NoreneEsquivel_Project1--re-DesignaWebsite?node-id=0-1&t=BTnTX3lj7F7LRfh9-1





[illegible]

The Tolerance Project is a traveling poster project, a bold enterprise founded and curated by artist-activist Mirko Ilic. The project is dedicated to reaching people who don't ordinarily visit galleries or museums.

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Projects

Students exploring the School of Design front page would find diverse project opportunities—from branding and digital products to motion graphics, illustration, UX/UI, and immersive media. The page would showcase real-world, industry-connected work that blends creativity, strategy, and emerging technology.



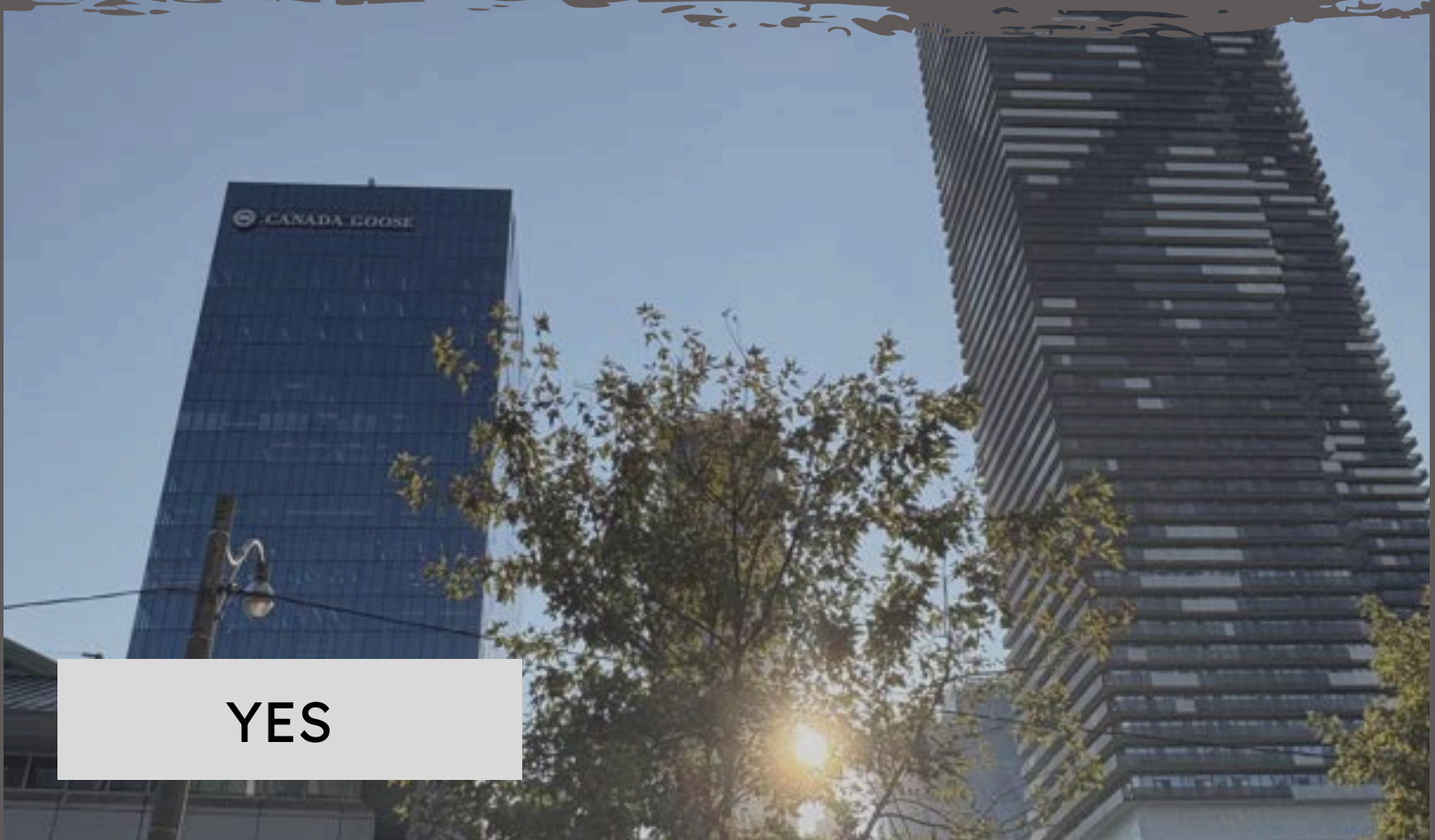
Research

Students visiting the School of Design front page would find research opportunities in design futures, UX, accessibility, sustainability, and emerging technologies. They would see how applied, industry-partnered research uses design thinking and experimentation to solve real-world problems and drive innovation.



Incubator

Students exploring the School of Design front page would find abundant opportunities for cross-disciplinary collaboration, from interaction design and branding to game design, fashion, and digital media. The page would highlight how teamwork and co-creation build industry-ready communication and problem-solving skills.



YES

Students visiting the School of Design front page would learn that the YES Club Committee creates spaces to connect, organize events, and elevate student voices. They would see how involvement builds leadership, fosters creative collaboration, and strengthens the school's community culture.



Mission

The School of Design empowers creative individuals through studio-based learning, industry collaboration, and applied research — equipping students with the technical, artistic and strategic skills needed for impactful design careers.



Alumni

Stories

Alumni from the School of Design go on to share inspiring success stories, building careers in diverse creative fields and illustrating how design education at George Brown College leads to real-world impact.



Certifications

Students at the School of Design can earn industry-recognized certifications and credentials in areas like UX/UI, graphic design, motion graphics, and digital media — validating their technical skills and boosting employability in creative industries.



Land acknowledgement

George Brown College is located on the traditional territory of the Mississaugas of the Credit First Nation and other Indigenous peoples who have lived here over time. We are grateful to share this land as treaty people who learn, work and live in the community with each other.

Contact

416-415-2000
ask.george@georgebrown.ca

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Disclaimer

We continually strive to improve our programs and courses. The information supplied on our website is subject to change without notice. It should not be viewed as a representation, offer, or warranty. George Brown College reserves the right to modify, alter, or update program information at any time. Students are responsible for verifying George Brown admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations or other bodies that may award additional designations concurrently with, or after completion of, a George Brown program. The College is not responsible for any impact on academic plans as a result of changes to the curriculum or course information on this website.

The Tolerance Poster Show

In a world increasingly split by social injustice and racial hatred, the Tolerance Project utilizes the unique power of art to bring people together.

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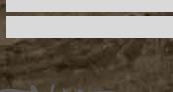
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The Tolerance Poster Show

In a world increasingly split by social injustice and racial disparity the Tolerance Project utilizes the unique power of design to remind us what we all have in common.

The Tolerance Project is a travelling poster show initiative, founded and curated by artist-activist Mirko C. G. The project is dedicated to reaching people who don't go to galleries or museums.

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Rationale

The direction taken to achieve the redesign of the George Brown College website was kept straightforward, concise, minimal with a flare of creativity needed; As it is supposed to portray the college as a “School of Design” built community.

With the intention in mind, I made sure to keep the format the same throughout the designs. Only keeping the relevant information needed when navigating the website. Hence, follows the SOD sitemap made to create the said designs.

From the website, everything is portrayed, until the tablet and mobile design is kept compact. Especially the mobile has a information/image slider by the end where the images now stacks and prompts the viewer to swipe. Whereas most of what appears on the page is a one-click feature.

Excluded social media icons and thought it would be best to locate them in the contact us or about me page. Although it is not shown here.

Colours help indicate the priority of each element on the website. Where the near black, coal grey backdrop is where the disclaimer and contacts sits. Golden yellow holds the land of acknowledgement. While warm grey to light grey displays the forefront information.

Sizing was taken into consideration as it helps with priority. Colours act as secondary value compared to sizing on this direction. Images are visibly sized larger to pop up to viewer which is then followed by the buttons/navigation.

Type/text was also kept at a minimal from titles in buttons, disclaimer and as well as the title. The intention behind the minimal text was supposed to hint in concise design. Where upon clicking the application, it will take the viewer to the page that holds the very information. The site forefront is treated to be kept organized and easily navigated. While not being too busy or crowded with colours, images and or information.