Case Study 2: MINT-ProNeD

Webseite, Corporate Design

Projektübersicht

MINT-ProNeD was a 2.5 year collaborative project to develop adaptive, process-oriented, and digitally supported teaching materials with a focus on linking science and practice. This case study focuses on the project website as a central platform for disseminating information to researchers, teachers, and funding agencies.

My Role

I was responsible for designing and implementing the entire dissemination strategy, including corporate design, print products, social media, and the website. I developed the concept and design for the website in Figma and implemented it with WordPress and Elementor. Together with the system administrator, I also developed a sustainable technical solution for the subsequent handover of the project to the BMBF.

Goals

The website was intended to present the MINT-ProNeD project, showcase project partners and employees, and appeal to potential interested parties. It was designed to provide information on the project's progress, offer a central overview of the products, and provide access to basic information for internal employees.

Color Scheme

Logo-Iterations

It was important to me to incorporate the network aspect that defines MINT-ProNeD into the logo.

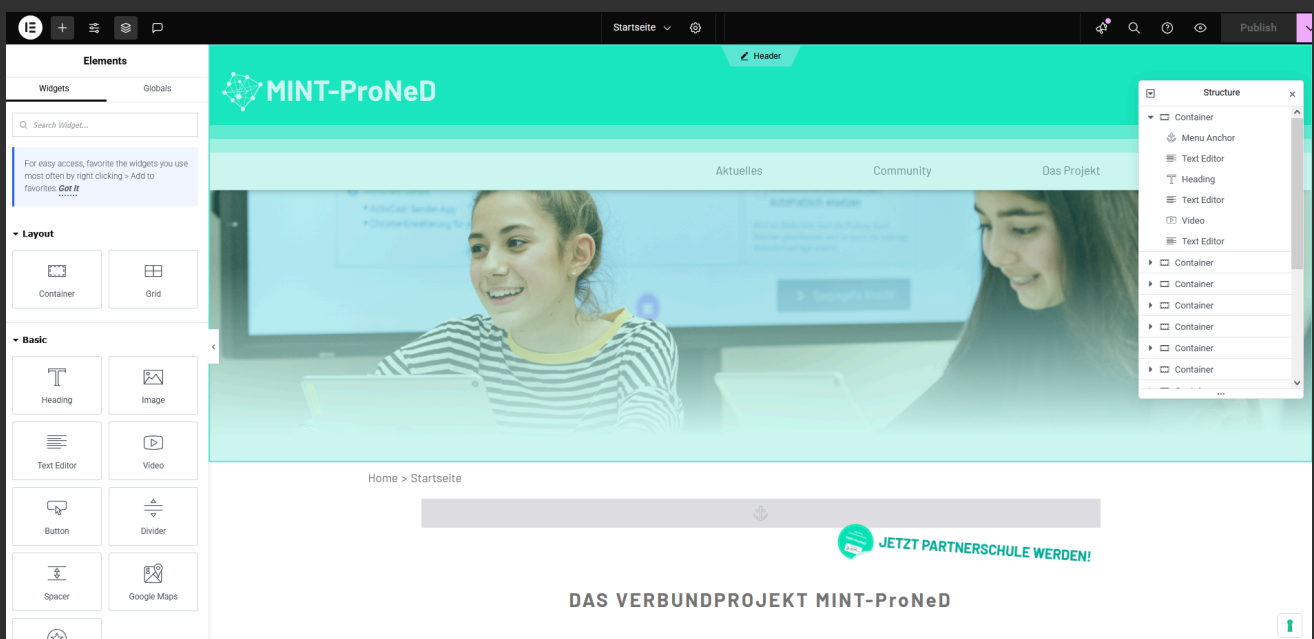## Case Study 2: MINT-ProNeD

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Problem

The project required a representative and central platform. Since the project duration was rather short with only 2.5 years, all materials and products were to be handed over to the BMBF afterwards, and further funding under different management might be available a year later, the website had to be technically easy to understand and adapt so that later staff members could operate it easily. In addition, several requirements had to be reconciled. Internal and external groups needed to be informed about goals, progress, and results and be represented on the website.

Designprozess

At the beginning, I worked with IT to set up WordPress and suggested Elementor as a website builder to ensure long-term and easy operation. Afterwards I created sitemap drafts and flowcharts for navigation before developing the corporate design based on two specified color variants. I designed the prototypes in Figma and tested them in one-on-one sessions with colleagues and the project coordinators. During the project, I adapted the structure and menu navigation to integrate further content in consultation with the coordinators. Regular feedback and internal testing helped me to continuously improve content and usability. At the end of the project, I documented the system in detail, including Wordpress backend instructions, a structure overview, and explanations of the plug-ins.

Web Design in Elementor

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Index

It was a challenge to incorporate all the important elements and arrange them aesthetically, especially on the index page, as the individual institutions all had their own style guides and guidelines that we had to adhere to.
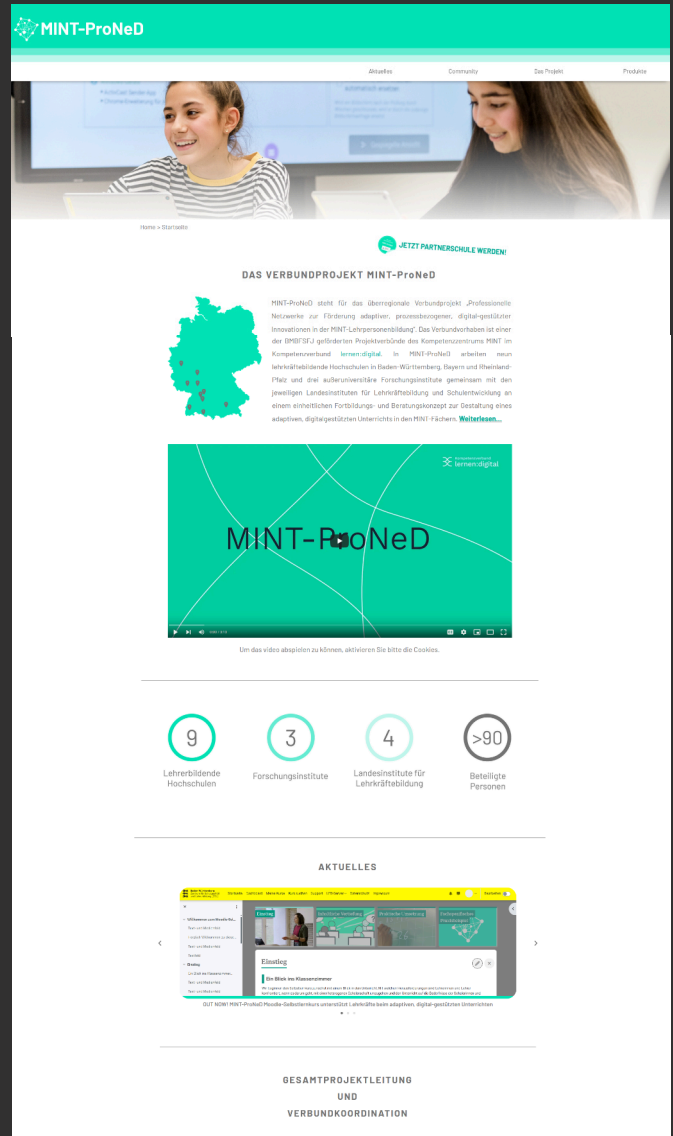
Results

The website was established as a central platform for information and dissemination. It has facilitated internal communication, been used as a reference at events and fairs, and received positive feedback from colleagues and partner institutions.

Main Page

Reflection

The decision to use WordPress and Elementor proved to be ideal. Training additional staff was straightforward, and design changes could be implemented efficiently. Working on the project taught me how to justify design decisions strategically and to understand technical and organizational conditions as part of the design process. I found it particularly instructive to communicate between different parties with different technical languages and expectations, which I tried to reconcile.

The website can be accessed via www.mint-proned.de