Speech Pathology and Audiology Website: Media Development

An Honors Thesis (Honors 499)

By

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Abstract:

The Internet has recently become a primary resource for accessing information, which requires professionals in any field to maintain attractive, informative, and user-friendly web-spaces. The Department of Speech-Language Pathology and Audiology is one of Ball State University’s hidden treasures as the program exceeds national requirements and provides students with phenomenal training for the profession. The department’s current website provides basic information regarding academic programs and clinical services, but we feel that it needs to be updated in both content and design. Our thesis is intended to provide more information and resources that are easily accessible to current and prospective students, faculty, and the general public.

Our group conferred with our advisor and members of the department to ascertain the functions of the website, outlined a more user-friendly configuration, and created an attractive and distinctive webpage design. The finished project is a complete website proposal, including appropriate links, for the university web coordinators and the department chair to consider during the future revision of the department’s website.

Acknowledgements:

- We would like to thank Dr. Karen Thatcher, Ed.D., CCC-SLP, for her guidance, patience, and encouragement throughout this process. She was very helpful and supportive during the brainstorming and critiquing stages of our project.
- We would also like to extend our gratitude to Dr. Mary Jo Germani, Ph.D., CCC-SLP, for assisting us during the brainstorming process and providing information regarding the Department of Speech Pathology and Audiology and its current website.
- Our thanks to the entire faculty and staff of the Department of Speech Pathology and Audiology for assisting us in gathering information for this project.
- We would like to thank Nancy Prater, Web Content Coordinator, for providing information regarding Ball State University’s regulations for developing and publishing a website.
Towards the later stages of our project, several members of our group discovered Ball State’s new system of web publishing. This discovery altered the direction of the project and informed the group of how web publishing occurs in major institutions.

Ball State University recently developed a web coordination department through which the many departments of Ball State could develop their web pages by submitting a design proposal. The head of the department would then work with the web coordination department in creating the final design of the website. This system regulated the style and format of all the web pages – keeping them uniform, while allowing the department to fully express their creativity with experienced web designers.

Understanding that a basic format is used for Ball State web pages, our project mimicked the style, and added a pleasing design for the department.

The department’s head, the facilitator of this process, shall receive this completed project as a suggestion for a proposal to give to the web coordination department.