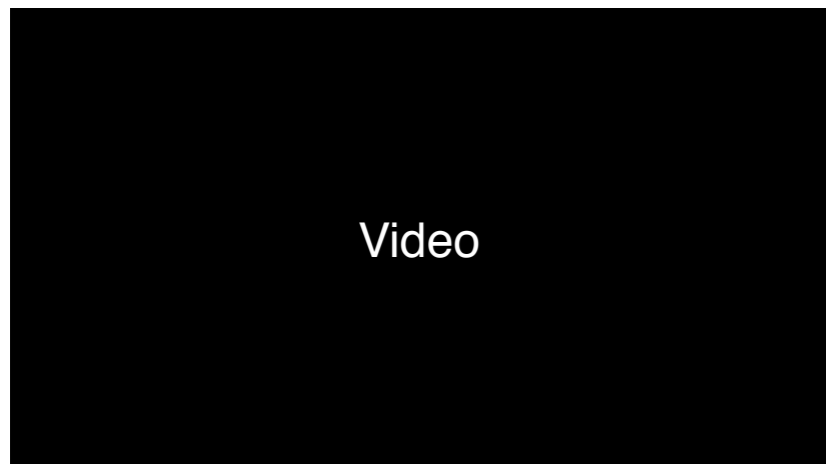


distinctly Drake

What Do You Love about Drake?



- 8 [f](#) [t](#)
- 3 Give
- 4 the vision the initiatives the stories

excellence
passion
connections
opportunities
leadership

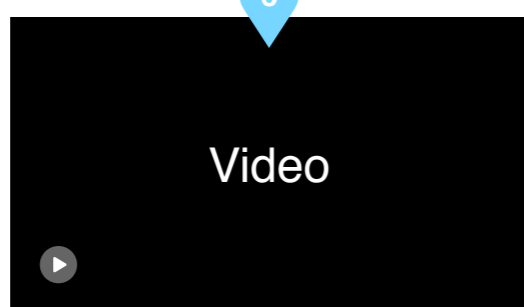
2 The Love Stories
Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in.

Show Your Love

Completely impact multifunctional processes and wireless supply chains.

- Aug 17th consecrateur nonummy.
- Aug 17th Interdum volgus videt, est ubi peccat.
- Aug 17th laudatque poetas
- Aug 17th nihil illis comparet, errat.
- Aug 17th Si quaedam nimis antique
- Aug 17th Si quaedam nimis antique
- Aug 17th Si quaedam nimis antique

Share Your Story



Completely impact passion processes and wireless supply chains. Dynamically engage excellence opportunities for market-driven data. Collaboratively connections cross-platform users before client-centered leadership products.

Find Out More >

Love Pics



Post Your Own Pics >

What Do You Love?

- Leadership Center Breaks Ground
- Drake Paints the Town Blue
- Over \$12 million in new funds added to faculty/staff compensation

Post your own 'Love Note' >

Wireframe Annotations

- The Love Story Videos** – The primary feature on the top half of the microsite focuses on the videos of the individuals sharing what they love about Drake. There is one dominant video with several smaller videos that are clickable. The videos presented can rotate on refresh so the visitor is always seeing new videos when they return to the page. Once a user clicks a video, a page with the video will pop up and will offer information about the person speaking along with options to share the video on Facebook, Twitter or via email. In addition, each video will have a “Did You Know” section where related pieces from the affinities and priorities can be highlighted to drive traffic to those portions of the site. The information about the person speaking will work as a tag so that the videos can be sorted by the end user. They will also be tagged so that related videos can appear on the pages discussing the related affinities.
- The Love Stories** – This brief text will highlight what the love stories are about to help introduce new site visitors to the concept.
- Give** – The subtle call-to-action to give will be presented throughout the site. It will be treated as the underlying call-to-action, secondary to encouraging visitors to share their own stories.
- Main Navigation** – Each of the main navigation items present serves to introduce parts of Distinctly Drake to the visitor. “The Vision” is a page that highlights the purpose of Distinctly Drake and introduces the visitor to the affinities. Each affinity has a subpage which allows the idea to be expanded on and provide examples supporting it. “The Initiatives” is a page that visually highlights the 13 priorities to help the user understand what the University is working toward. Each priority would have its own page to further elaborate on that particular item. “The Stories” is a page that provides access to all of the love stories available, giving the user the option to sort through them by certain variables relating to their affiliation to Drake.
- Show Your Love** – Show your love will act as the dominant call-to-action on the site, encouraging users to share their own thoughts. It will highlight the various events where the LoveShack will be to record them and show them the one on Drake’s campus. The subpages will allow them to sign up to share their story in order to encourage them to commit to being at the events to share their story.
- Lead Video** – The lead video will be presented to act as an introduction to the vision portion of the site where visitors can get an overview about the Distinctly Drake plan and the affinities. The accompanying text will include links to each of the affinities to introduce them.
- Love Pics** – Visitors will be able to upload photos to the “Fan” album on the Drake University Facebook Page. We suggest sending them something tangible to take a picture with and encourage them to post a photo of themselves with it.
- Social Links** – We suggest that Facebook and Twitter be incorporated into Distinctly Drake as an outlet to highlight happenings and communicate with the community.
- What Do You Love?** – This portion serves to allow individuals to answer a question. It’s designed to be quick and easy-to-answer to encourage interaction. In Wordpress, the question will a headline in a post and the responses are comments made on that post. Drake will have the option to delete comments if desired. The comments will be support via Disqus.