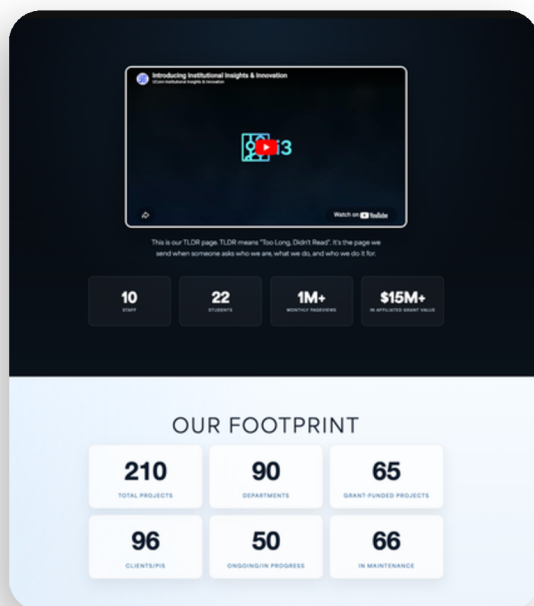


WELCOME TO i3.

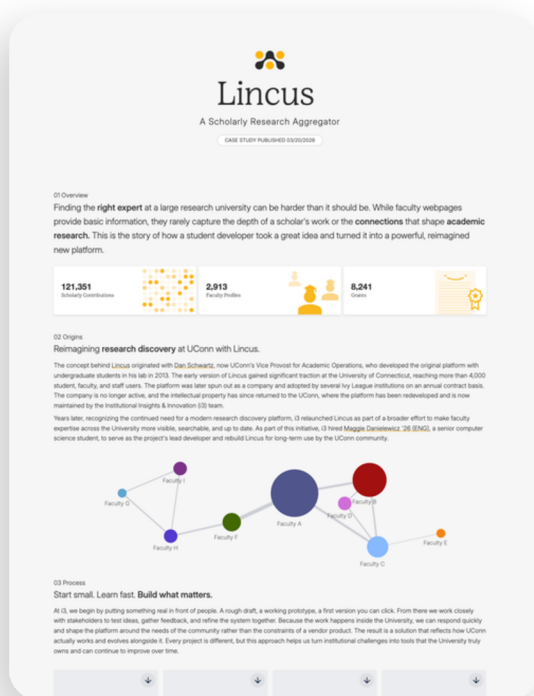
We **nerd out** for UConn.

NEXUS

i3 “TLDR” Institutional Awareness Page



i3 Case Study Example



i3 Web Presence

How do you get the word out about a new campus core facility through a web identity which effectively communicate your services while also demonstrating the caliber of the work itself?

i3 is a collective of University of Connecticut innovators that prides itself in creating groundbreaking digital solutions, both for the University and by the University.

The challenge for this project team was in designing a flexible web presence that could serve multiple purposes: helping the University understand the department's institutional impact; sharing the history of the team's evolution; advertising core services; providing work samples; holding space for thought leadership; and, most importantly, letting the people of i3 shine.

Aside from the collaboratively-developed main website, the team has produced a “hidden” institutional awareness page for the purpose of distributing snapshots of information to University leadership (i3.uconn.edu/tldr), as well as a interactive case study design for major projects and initiatives.