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Redesigned Lindenwood Website Wins Silver at 2016 W3 Awards

November 3, 2016



The redesigned Lindenwood University website, which launched Sept. 13, 2016, earned silver in the Website Features – Home Page category in the 11th annual W³ Awards.

According to the W³ website, entries are judged on the following factors: creativity, usability, navigation, functionality, visual design, and ease of use.

“We designed this website with the user in mind,” said TJ Rains, Lindenwood’s vice president for information technology and chief information officer. “We set out to create an intuitive and enjoyable experience for everybody – current students, prospective students, faculty, staff, and alumni. The fact that it looks good too is an added bonus.”

The W³ Awards honor creative excellence on the World Wide Web and recognizes the creative and marketing professionals behind award-winning sites, videos, and marketing programs. The W³ is sanctioned and judged by the Academy of Interactive and Visual Arts, an invitation-only body consisting of top-tier professionals from a “who’s who” of acclaimed media, interactive, advertising, and marketing firms.

Lindenwood developed the website with Fastspot, a Baltimore-based company specializing in web design, web content creation, and marketing research and strategy.