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Art Museum's new website wins design award.



The Mount Holyoke College Art Museum has a broad and unique collection.

(<https://web.archive.org/web/20180725113354/https://www.mtholyoke.edu/sites/default/files/media/images/museum-classroom-3.jpg>)

By [Sasha Nyary](#)

(<https://web.archive.org/web/20180725113354/mailto:snyary@mtholyoke.edu>)

The website of the Mount Holyoke College [Art Museum](#)

(<https://web.archive.org/web/20180725113354/https://artmuseum.mtholyoke.edu/>) has received an Interactive Media [award](#)

(<https://web.archive.org/web/20180725113354/http://www.interactivemediaawards.com/winners/certificate.asp?param=480067&cat=1>) for outstanding achievement from the Interactive Media Council (IMC).

To win this award, websites must excel in five areas: content, feature functionality, usability, and standards compliance. They must also rise above competing sites and be a top choice for the site's target market.

The website was part of the Art Museum's complete rebranding last year, so the award is particularly satisfying, said [Ellen Alvord](#)

(<https://web.archive.org/web/20180725113354/https://artmuseum.mtholyoke.edu/page/staff>) '89, interim director and Weatherbie Curator of Education and Academic Programs at the Art Museum.

"We are honored that our site has been recognized this way," she said. "We thank our design and development partners Corey McPherson Nash (CMN) and Common Media for their stellar work on this project. We were particularly grateful for the creative insights of CMN partner and vice president, Andrea Naddaff '84."

The redesign of the website was overseen by Rachel Beaupré, special projects consultant at the Art Museum. Launched last September, the site has already exceeded many of the Art Museum's goals.

“Not only does it more effectively highlight our broad and unique collection,” Alvord said, “it also provides our visitors with more ways to deeply connect with our objects and get involved with the Museum. Already, we have seen an 80 percent increase in the length of time users remain on our site. That means visitors are really sinking deeply into our enhanced content.”

The IMC judges are leaders in web design, advertising, public relations, publishing, news, and other industries, with knowledge of user interface design, communications, and marketing. The IMC is a nonprofit organization dedicated to elevating the standards of excellence on the internet.

Explore the Mount Holyoke College

Art Museum. (<https://web.archive.org/web/20180725113354/https://artmuseum.mtholyoke.edu/>)

Friday, April 29, 2016 - 10:30am

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