



HHL's New Website Impresses with Innovative Design

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In October, the first business school established in Germany launched its new website www.hhl.de which integrates the new corporate design (by the agency Claus Koch) and has been completely overhauled to meet today's user requirements. The responsive web design of the new HHL website is innovative and unique in the German higher education sector. It reacts flexibly to characteristics of the device which is being used to access it. The English-only website can be viewed without restriction both on tablet computers and on smart phones, especially concerning the composition and design of certain elements such as navigation, side columns and texts.

The new "online business card" of HHL Leipzig Graduate School of Management is modern and well structured. An emotive visual concept provides an authentic insight into HHL. The photos only show HHL students, professors and staff on the school's campus. Jana Vogel, Director of Marketing at HHL, explains, "For better orientation, content on our new website was structured according to target groups. Interested users are able to find information relevant to them quickly via the 'target group entry'. Other features include HHL photo worlds which make the website authentic and unique, and visually salient app-like buttons that quickly lead to relevant and important information."

The agency ARTFACT from Dusseldorf provided HHL with support for the design and execution of the new website.

HHL Leipzig Graduate School of Management

HHL is a university-level institution and ranks amongst the leading international business schools. The goal of the oldest business school in German-speaking Europe is to educate effective, responsible and entrepreneurially minded leaders. HHL stands out for its excellent teaching, its clear research focus, its effective knowledge transfer into practice as well as its outstanding student services. The courses of study include full and part-time Master in Management as well as MBA programs, a Doctoral program and Executive Education. In the Financial Times' Masters in Management Ranking in 2013 HHL's full-time M.Sc Program was ranked number 9 in the world. The part-time program ranks number 69 worldwide in the Executive MBA Ranking 2013. The international medium awarded HHL 1st place for its 'Entrepreneurship' focus. HHL is accredited by AACSB International. www.hhl.de

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Die HHL ist eine universitäre Einrichtung und zählt zu den führenden internationalen Business Schools. Ziel der ältesten betriebswirtschaftlichen Hochschule im deutschsprachigen Raum ist die Ausbildung leistungsfähiger, verantwortungsbewusster und unternehmerisch denkender Führungspersönlichkeiten. Neben der internationalen Ausrichtung spielt die Verknüpfung von Theorie und Praxis eine herausragende Rolle. Die HHL zeichnet sich aus durch exzellente Lehre, klare Forschungsorientierung und praxisnahen Transfer sowie hervorragenden Service für ihre Studierenden. www.hhl.de

Anlage: Bild

