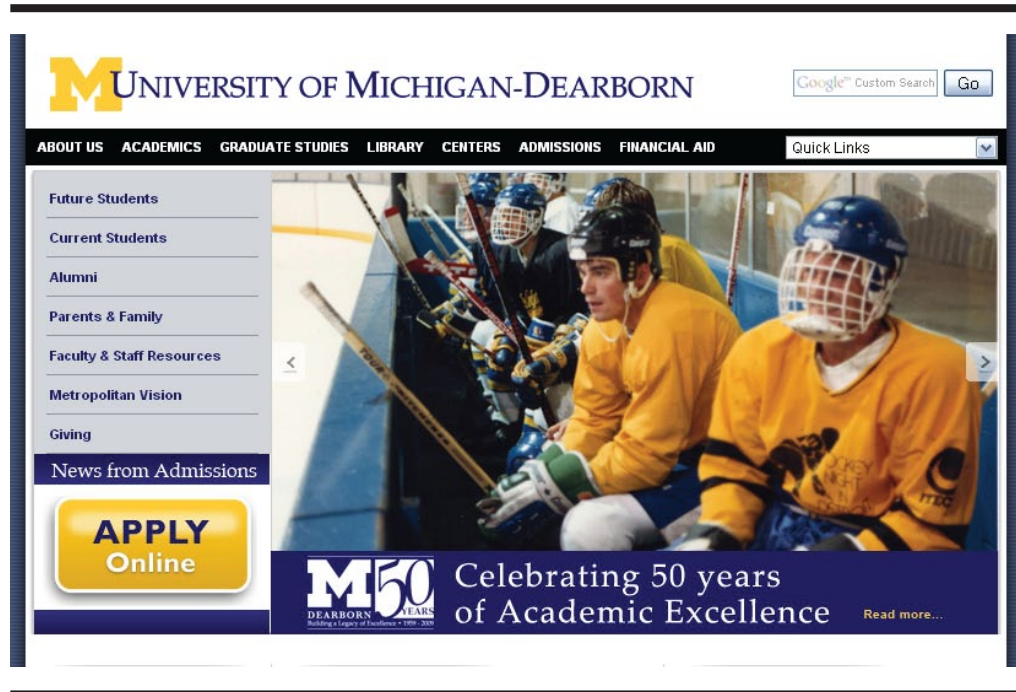


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Our Client

University of
Michigan-Dearborn



What We Did

- Web Development
- Consulting

Our Opportunity

While working with one of the larger advertising agencies in the area, UofMD found themselves in the unique position of being in business with a company not quite certain how to meet all of their expectations. Advertising firms understand content and the basics or art of web design—the heart of their business—but they don't always specialize in the science of it. The problem? In short, UofMD needed a company capable of stepping in with an already established understanding of content and design, but also with the ability to write website code with special accessibilities geared towards persons with disabilities who visited their website.

Our Solution

The answer was just around the corner...or just up I-75 in Royal Oak. What U of M-Dearborn needed for their site was a 100% valid and accessible mark-up, standards established by the W3C (World Wide Web Consortium) and the WAI (Web Accessibility Initiative, standards that TM follows very closely. Because of our understanding not only of content and the art of web design, but also the science behind it, TM was able to take the agency-designed Photoshop files and hard code the XHTML and CSS 2.2 to be 100% fully compliant and valid to the standards of W3C and WAI. For the less acronym-savvy readers out there; we fixed it. And ultimately, the project was delivered on time and under budget. Take a look for yourself.