

Rebranding LarryJordan.com: New Design, Improved Experience

Larry Jordan & Associates, Inc. (<http://www.larryjordan.com>), renowned online educators in the field of film and video editing, announced today that they have officially launched their newly redesigned website. Rebuilt from the ground up, the new website offers an easy-to-use interface, better access to content, and a much improved aesthetic.

Los Angeles, CA ([PRWEB](#)) March 24, 2015 -- "As we continued adding new resources to our website," said Larry Jordan, President of Larry Jordan & Associates, Inc., "We realized that we needed to totally redesign the interface to make it easier for editors to find the answers they need. With over 1,100 technical articles and more than 1,200 videos in our store and Video Training Library, there was so much information available that no one could sort through it easily enough. My goal during this redesign was to provide faster access to exactly the answers editors need, so they can get back to work as quickly as possible, as well as add new features that our previous website did not support."

Adapting to new ways of doing business and technology, the new LJA website offers a clean, modern design, easy-to-navigate functionality, and a content-rich site experience. In addition to the simplified cascading interface, the freshly renovated site invites visitors to discover more about Larry's background in education and production, explore the full library of his training tutorials, as well as browse a brand-new Online Store featuring all of LJA's wide range of training downloads, DVDs, webinars and more. Larry's "Tip of the Day" changes daily, and provides additional tips and tricks for the editing enthusiast. Also, the site's Workshop & Events section spotlights the company's various options for private/corporate training, including their brand-new on-line educational initiative, "Learn With Larry", that allows students and educators around the world to invest in and customize their professional-caliber post-production training to improve their skills.

"Larry Jordan's new website design is based on the philosophy of interaction design," said Patrick Charlier, Chief Designer for Beyond Web Interactive, the California-based web design firm which created the new website. "During the planning and design process it was important to Larry that the team create a compelling experience for his users and students. The site's environment had to be easy to navigate, while implementing a clean and modern design sensibility. In order to add functionality to the design, the tech team used the most cutting edge technology to make the website seamless and fast to enhance the user experience even further."

Larry Jordan's vast network of friends and followers around the world will be pleased to see that the new website also provides complete social media integration, featuring direct links to LJA's Facebook, Twitter, and other social media platforms, where company and product updates appear on a daily basis. Additional sections and interactive features are planned for further development, to ensure the new website continues to provide a fresh, versatile site experience.

"This world-class redesign fully supports the direct, customer-focused service that we have been known for throughout the industry," said James Stevens, Director of Marketing for Larry Jordan & Associates, Inc. "But the goal of our renovated site is to provide an even greater accessible online resource for those looking to expand their editing training and minimize the time they spend searching for it. This new website represents a comprehensive brand refresh that is closely aligned with the company's strategic vision for maximizing efficiency and economy for their clients' growing educational needs."

About Larry Jordan & Associates, Inc.



Larry Jordan & Associates, Inc. provides high-quality, engaging training and information covering video production and post-production for practicing professionals and students through a variety of media worldwide.

The company was founded by Larry Jordan, an internationally renowned digital media analyst, producer, director, consultant and Apple-Certified trainer specializing in Apple and Adobe training. Jordan's Weekly Newsletter is read by creative professionals around the world and is available at <https://larryjordan.com/newsletter-archives>. Jordan is also executive producer and host of the weekly interactive internet radio show and video podcast, Digital Production BuZZ, providing everything you need to know about digital media, production, post-production and distribution (<http://www.digitalproductionbuzz.com>).



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Online Web 2.0 Version

You can read the online version of this press release [here](#).