

Digital Media Outcome

Eva Tunnicliffe

Project Proposal

I would like to create a website with a purpose to provide information to students and supporting family members about the LA dance school. My website will include information such as important dates, timetables and fees, along with who all the different teachers are. This website is aimed towards any person interested in dance and their families and friends. Although this site is mainly focussed on children from the ages of 3 - 18, LA dance also provides lessons for adults as well. The current interface is not very well organised and can be quite hard to navigate, so my goal is to not only improve both of these issues, but also make it more aesthetically pleasing. There should not be any unnecessary information, and this site needs to be able to perform well on all different devices such as laptops and mobile phones.

User Personas

Penny Tunnicliffe



A little bit about her:

Penny Tunnicliffe has a daughter who attends the LA Dance studio so needs to be aware of any key days and timetable changes that may appear, along with any important notices that may happen. She primarily uses a computer to view things like this.

Frustrations:

She is not the best with technology so the site needs to be easily understandable and readable. Currently when there are timetable changes, she receives emails but because she has three kids and is very busy, she is not always able to view all of her emails in time.

Goals:

To be able to easily access the timetable and when there are any changes with the timetable or the fees.

Molly Schaefer

A little bit about her:

Molly is a 17 year old dancer at the LA dance studio who participates in multiple styles of dance including jazz and ballet. Along with this, she also teaches a variety of classes to the younger students in the dance school. She uses both her mobile phone and her laptop to view things like this.

Frustrations:

One of the things that Molly sometimes finds frustrating is that a lot of sites don't display very well on her mobile phone compared to her laptop, and she finds this more difficult and confusing to use.

Goals:

Molly would love to be able to view the site and even be able to easily access the programming of it as because she is a teacher it is necessary for her to know and be able to update and change this website throughout the year.



Olivia Farrelly



A little bit about her:

Olivia is a 17 year old girl who has multiple friends that dance at the LA dance studio. Olivia loves to support her friends in their extra curricular activities so loves to know when things are happening such as exam times so she can help be aware and support her peers, along with knowing show dates so she can come along and watch. Her friends have also inspired her so she is thinking of starting a beginner class. She primarily uses her phone to view these things.

Frustrations:

Olivia currently doesn't really understand how the site works and where to find the information she is looking for. She doesn't know how to enrol or what gear she needs.

Goals:

She is not a dancer so would like to learn more about the different terminology that there is, along with any beginner classes she could take, because her friends have inspired her to give it a go.

LA Dance

Although LA Dance is the primary site that I am using as my inspiration, it is also my competitor, as they are based on the same dance school. The LA Dance page has a few concepts that I would like to incorporate into my site, such as the number of good quality photos they have.

Significant features

- Thick blue navbar (with logo included)
- Large variety of photos (quite large)
- Colour scheme - navy blue

Pros

- Photos are all good quality - gallery
- Easily understandable nav bar

Cons

- Too many pages with little information on each page.
- Information is outdated and incorrect

Competition analysis

- **LA Dance**
- **Pump**

These teachers do not teach at the dance school anymore - false information

Kay Harrison

Gina Andrews

Paris Elwood

Rachael Wiltshire

Quite a boring page - only white - too neutral



Good quality,
large photos in
a gallery style



The Show

The highlight of our year is our annual show whether this be our full dance school production held every second year, or our end of year recital held in the off year. These are carefully prepared shows involving the whole school. Costumes are sourced for the show (so no sewing required) as well as props, light design and much much more! Many of our teachers also contribute by choreographing original pieces.

Tiny amount of information
for one page

Pump

Pump is a dance company that is primarily located in town, and I think is a major competitor. They're neutral colour scheme is aesthetically pleasing and nav bar is easy to read and understand. Pump has a few idea concepts that would be useful for my website, such as the video on the front page and they have the correct information on every page.

Significant features

- Neutral colour scheme
- Video collage on front page
- Big chunks of text

Pros

- Provides users with all correct information, nothing misleading
- Photos are good quality
- Understandable nav bar

Cons

- Really big chunks of text that not many people will read.
- Font is very small for some

Pump

Highlights

2022

We kicked off the year with fun filled crew and troupe meets, plus welcome workshops for our weekly classes. Despite working under red light alert level settings, the Pump fam are ready to boogie.

Two incredible choreographers, Isaiah Reid and Henk Tomkins hosted workshops at Pump, which our seniors were thrilled to take part in. We love expanding our knowledge with guest tutors.

We introduced an advanced open hip hop class on Thursdays, where both teens and adults can dance together. This class gives the ultimate challenge in choreography and grooves.

With a goal of celebrating our superstars at Pump, we created a Student Shout-Out letterbox at reception. Anyone can post a note, to nominate another person for a shout-out. Share the love peeps!

We introduced Pump Houses, where our dancers can earn points for their house throughout the year. The houses (George, Smith and Robinson) are named after our studio founder and two of the earliest coaches, all of whom have had a huge influence on our dancers over the years. This is purely for fun and to encourage friendly competition and teamwork within our studio.

2021

Pump celebrates our 20th anniversary!

Our end of year show was a fully original story, all about the villains of fairy tales retelling the stories how they really happened. It was called Once Upon a Twisted Tale and we sold out two amazing shows.

Esteem won a PACANZ nomination which allows them to compete in the prestigious PACANZ competition later on this year.

Artemis placed second, Basil troupe placed third with their fierce and fabulous routines at the ABTC competitions. We also had several duos and trios place first, second and third in their own categories at ABTC.

We started the cutest Junior level 1 hip hop class for littles in Eastbourne who were ready for that next step up from the Preschool Pump class.

For the first time ever, we ran two different showcases in the same afternoon, to allow all dancers to get onstage in term one. It was a celebration of all the talent at Pump and every class put on an incredible performance.

Infinite Dance Crew and friends held five sold out shows called Iconic, which celebrated women in artwork.

Pump hosted hip hop and commercial workshops with Styvon Campbell, previously of the Royal Family, which brought so many new dancers into our space and helped us to connect with our community even more.

Big chunks of information with very small text size

Interesting video incorporated

Neutral colour scheme



Easily understandable nav bar

CLASSES ENROL STUDIO HIRE BOOKINGS CLOTHING PORTRAITS ABOUT CONTACT



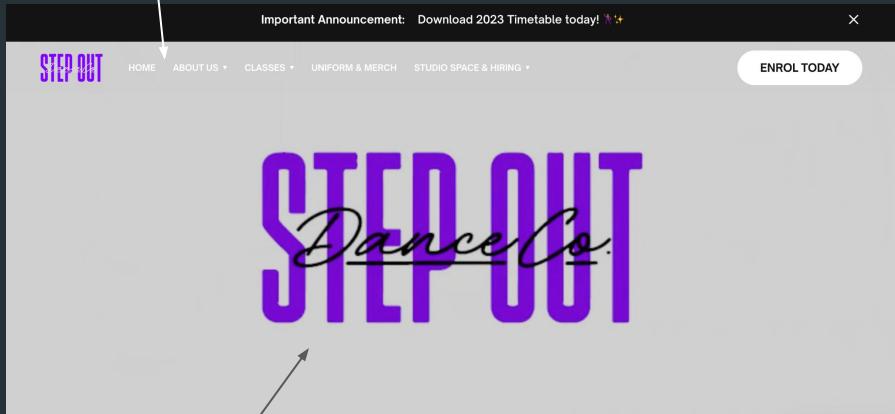
Site Design Inspiration

It is important that before I start creating my own website, I know the sort of layout and aesthetic that I am going for. I want my website to be striking and get your attention, while still looking formal and professional.

Step out has an aesthetic that gets your attention and has a fun vibe about it, but it is well made and well designed so it seems very professional. It features a striking video which grabs the users attention, has powerful logo and everything has a place. It easy to read, understand and navigate which is one of the most important things.

Step Out

Translucent nav bar



Video on front page - sleek logo

Transparent nav bar



twigs*

Amazing Greetings Cards and NoteBooks

The eco-friendly way to give the best wishes to your loved ones

Shop Now →

★★★★★ Customer Feedback Based on 1000+ Etsy Reviews



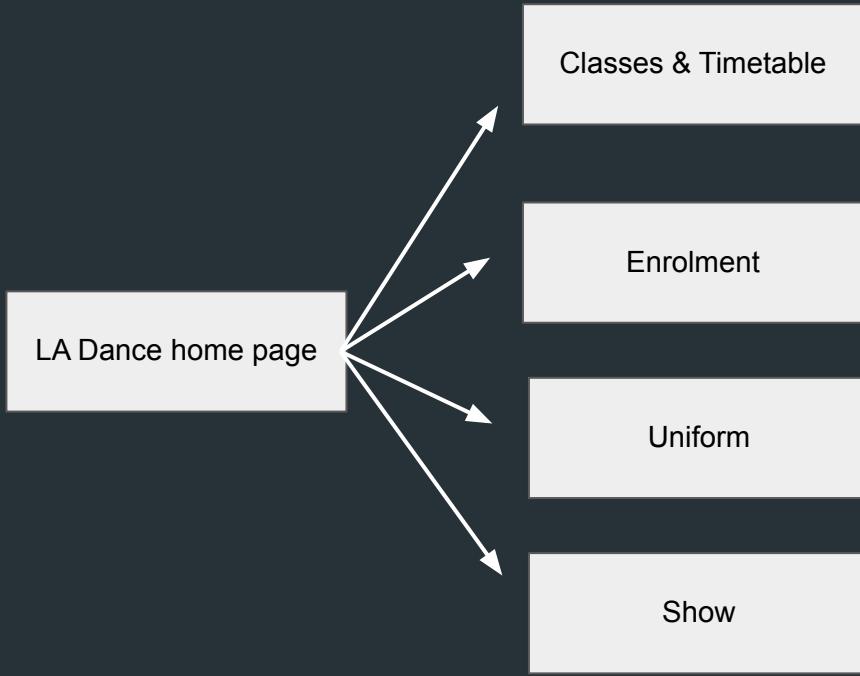
Aesthetically pleasing neutral colour scheme

Twigs

Twigs has a very aesthetically pleasing and neutral colour scheme. This is very contrasting to the bright purple colour that Step Out has, but both look very professional and pleasing to the eye for me. Twigs also has a transparent nav bar background that gradually changes colour to white as you scroll down the page. This is something that I would love to include into my website. Twigs is also very easy to understand and navigate, and the text is relatively easy to read, which is also very important.

<https://twigsredesign.webflow.io/>

Site Map



Site skeleton

Home page:

- Who are we
- What are we about
- Who the teachers are

Classes & Timetables:

- About RSD
- Timetable - age groups
- Key dates
- Fees

Enrol Page:

Uniform:

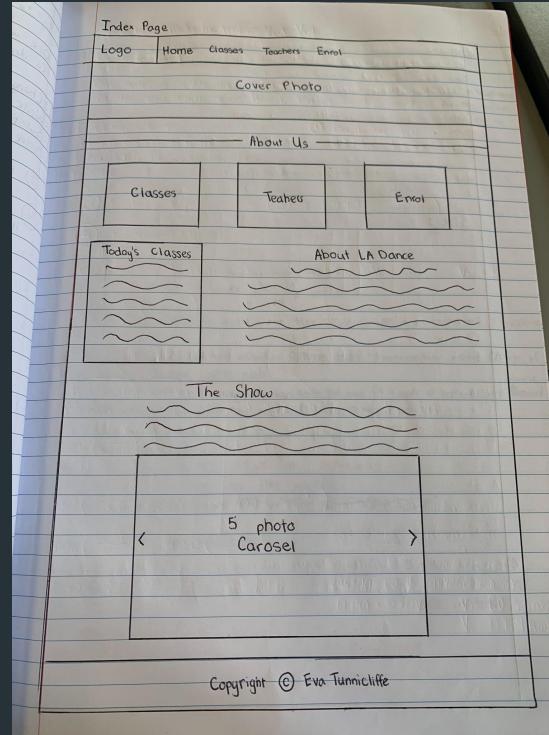
- Uniform that is required
- Shop?

Show:

- What it is - theme
- When and where
- Why it's so fun - quote

Hard Copy Plan for my front page

This was important for me to complete as it gave me a clear outline on what I was needing to achieve, and it meant that when I got to actually creating my site, I was able to do this without having to think about design choices at the same time.



CRAP Design Principles

Contrast can involve the colours used in the website, as well as other things such as text sizing and images. Colours play a huge role when making a website aesthetically pleasing, as although you want everything to flow nicely and work together, you also need a pop of colour so that it makes things more interesting, but also because it draws attention to itself. Text and images can also create contrast, it breaks up the page, and makes it less monetary.

Repetition allows users to feel comfortable navigating the page, as once they have seen one page they know how to work the rest of the site. This marks it easy for the user to find their way around, and makes it accessible for more people, especially the elderly who find it difficult to use technology. I did this by keeping the colour scheme the same all throughout my page, as well as using the same functions like identical navbars and footers on each page. I also used the same carousel on two of my pages, to keep everything looking similar.

Alignment is about making sure that everything flows nicely on the page, which makes it look pleasing to the eye. One way that I did this was by using tables and columns through the Bootstrap 5 programming system, and this allowed me to display my information clearly and nicely on my page.

Proximity means keeping similar elements of the design near each other, which helps the user to access all of the information that they need in one place. For example, I made sure to put all information on teachers in the same section, so that if anyone was interested, they did not have to go looking in multiple different places to find it. This not only makes it easier for a user to navigate my page, but it also creates more flow and harmony throughout the whole website.

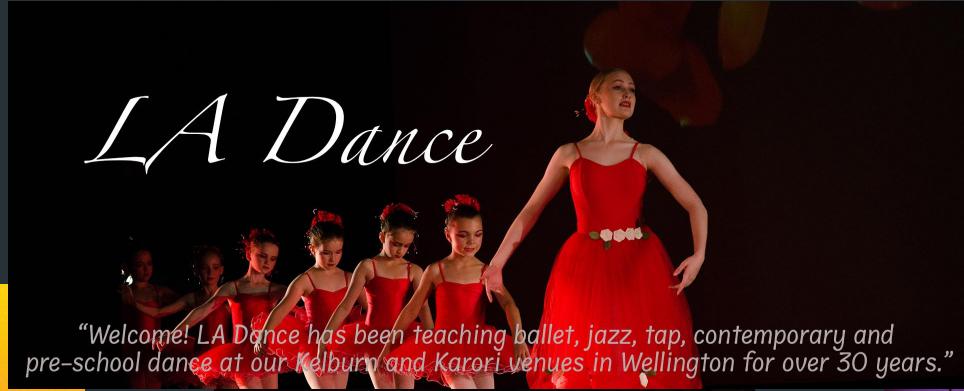
Flask

Flask is a python template which allows us to create templates to use. A template includes all of the things that you want to keep constant throughout your webpage, and in mine, I will include the background stylings, the navbar and the footer. This meant that these will all be identical throughout each page, and I also will not have to rewrite them everytime. All of the different pages will run off a server, which is where all of the styles, images and other templates will be stored. Flask is helpful to keep everything consistent over all of the pages with no extra work, but also allows you to write extra things and update it whenever you need.

Bootstrap

Bootstrap is a design framework that helps programmers and designers build fully developed and designed websites without extra hassle. It is essentially a giant collection of code that is written in not only HTML, but CSS and Java as well. I have looked at a few Bootstrap commands and it seems easy to understand and use. It will help me create many aspects of my website, such as flexible column structures, which is essential when designing this page for different sized screens.

Images - Index page part 1



Index Page Slide Show



Carousel for Classes and Teachers



Classes Photos



Teachers



Enrol Photo



Relevant Implications

Privacy - Keeping all users information safe and not getting anything that we do not need. Also making sure nobody can really access the site until it is finished and ready to be published.

Functionality - Correct structure nothing crashes and no one gets confused.

Sustainability and Future-Proofing - Able to be changed and updated whenever is needed to be. People in future are able to understand my code

End User Consideration - Styled and organised to make sure users do not get confused and know how to navigate the site.