

THESIS?

NOW?

WHAT?

OKEY.



Karlovy Vary



DANCE STUDIO MIRÁKL





MY WORK

WHATS THE BENEFIT

Specific presentation

Original stories

Telling the stories

STORIES LIKE:



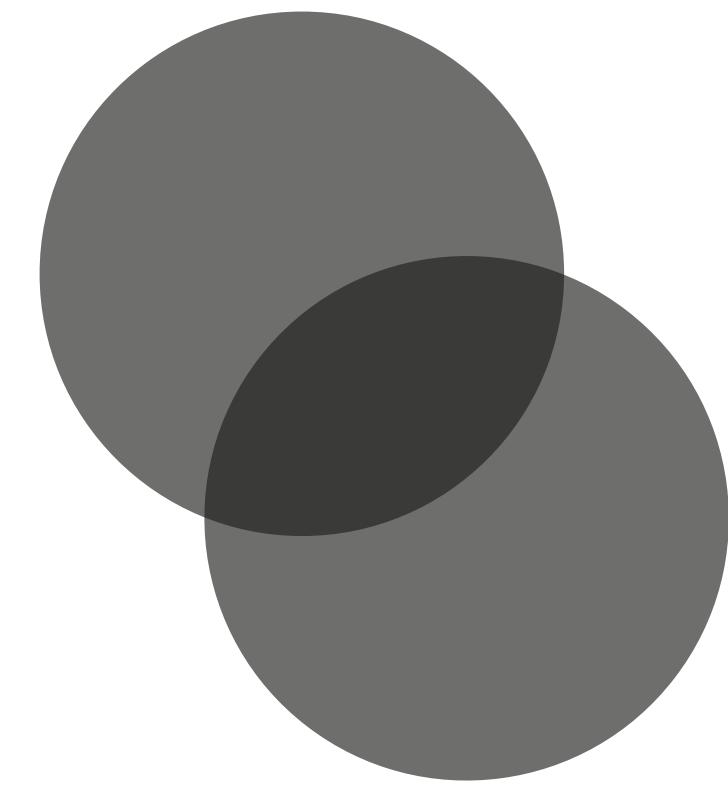
WHAT IS THE POINT?

THE CONNECTION OF TWO WORLDS

DANCE & STORY
DANCE & PASSION

VISUAL IDENTITY

which creates a visual style?



= MIRÁKL

CONNECTION

MORE THING I WANTED TO PROJECT IN TO THE WORK?

MOVEMENT

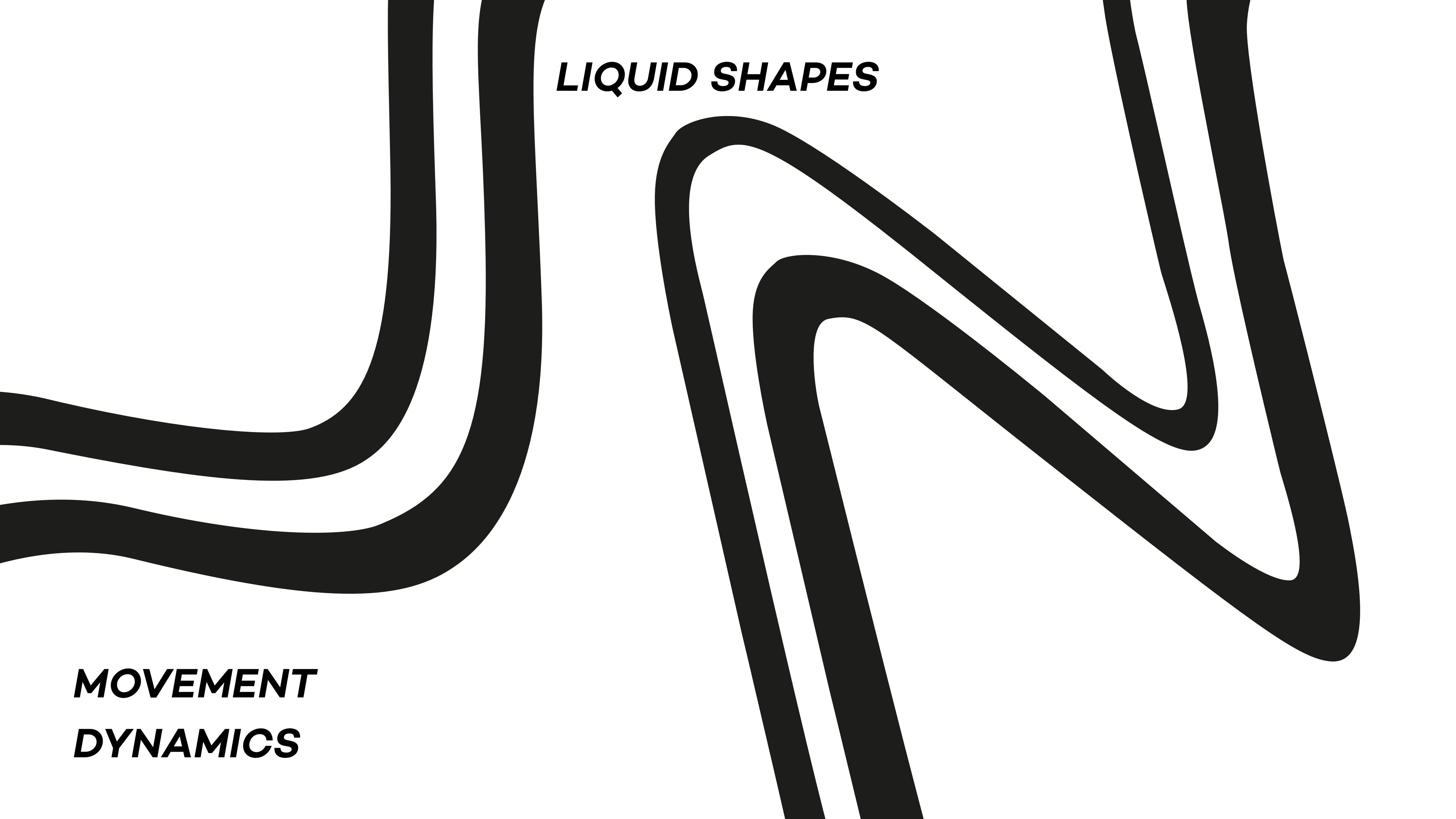
INSPIRATION



ANOTHER ASPECT PROJECTED

- *are photographs*

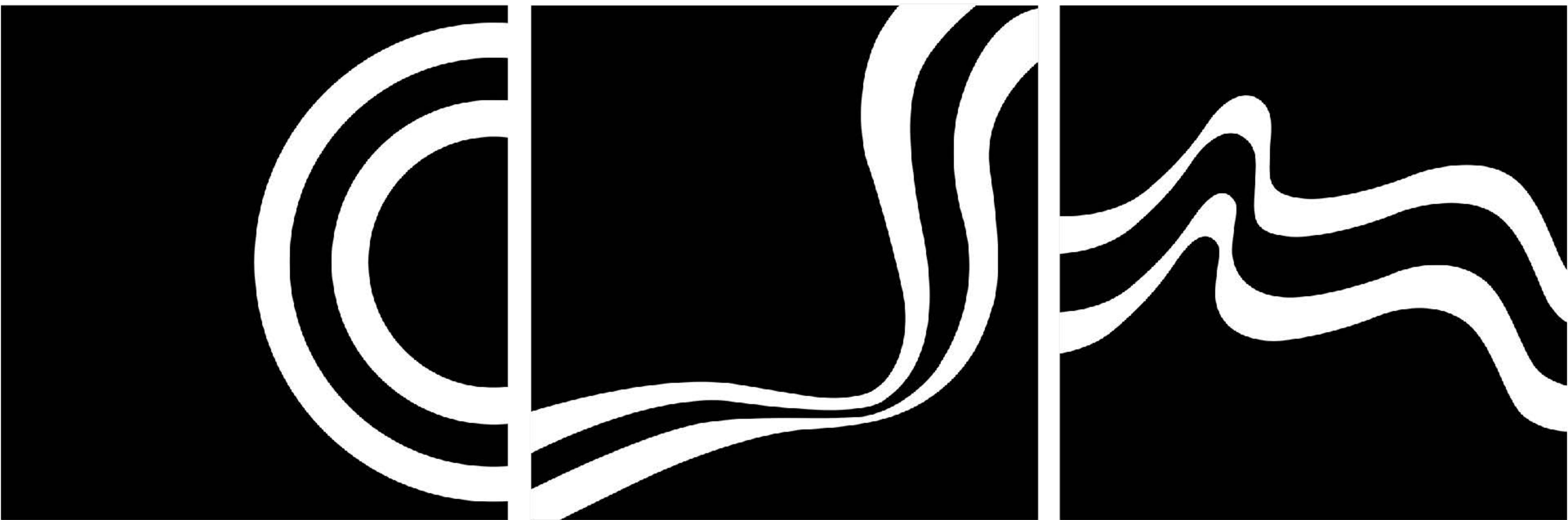


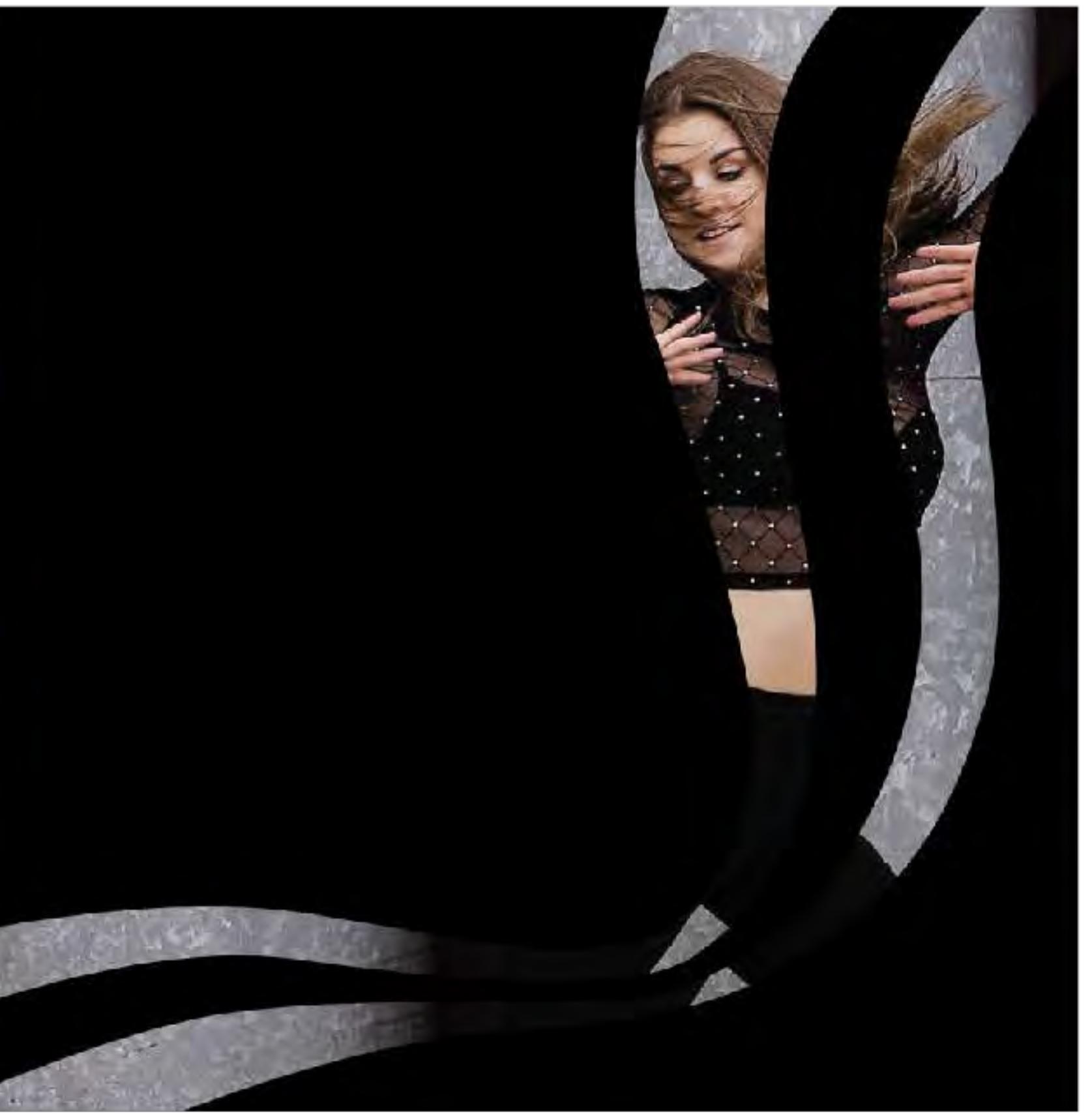


LIQUID SHAPES

**MOVEMENT
DYNAMICS**









**Řekněte nám váš příběh.
My ho řekneme za vás, tancem.
#příběhnamíru**



LOGOTYPE

- *Comes from the movement*
- *Should represent dance*
- *Liquid shape*
- *Based on typography*
- *Should flow with movement*
- *He must not back down from the dance studio*

MIRÁKL

DANCE STUDIO



– copies the dance

CHARACTER

M



MIRÁKL
DANCE STUDIO

CLAIM



COMES FROM

- *The benefits*
- *It is not straightforward*
- *mystery*
- *It does not show the dance sphere*



MIRÁKL

TASTE THE STORY

SLOGAN

Comes from the claim itself
Represent the dance form
Dance doesn't need words

PRAHA
28/6/2021

18:00

MILADA HORÁKOVÁ

WORDLESS STORY



POSTERS



Claim : TASTE THE STORY

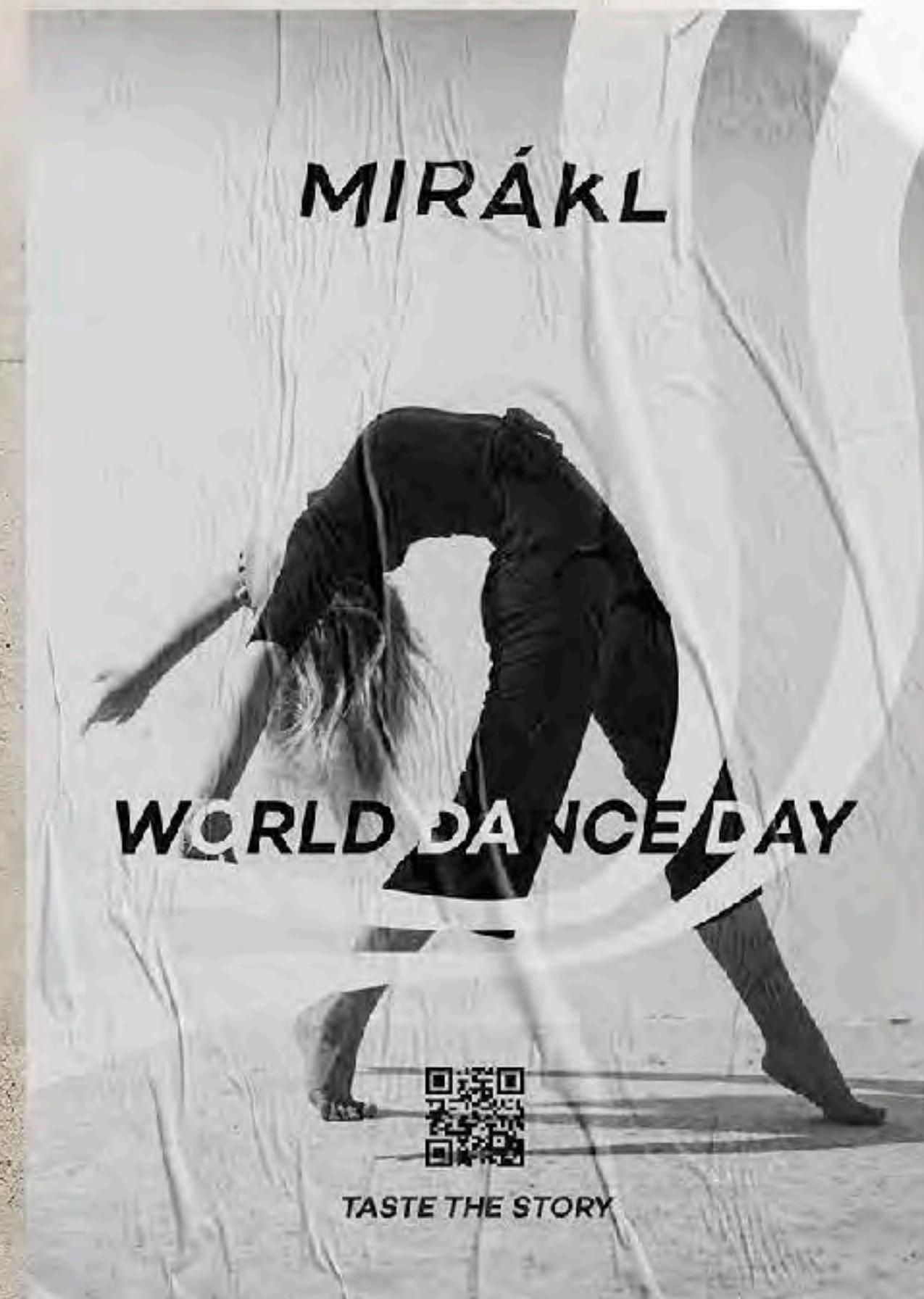
28/6/2021
MDK OSTROV
18:00

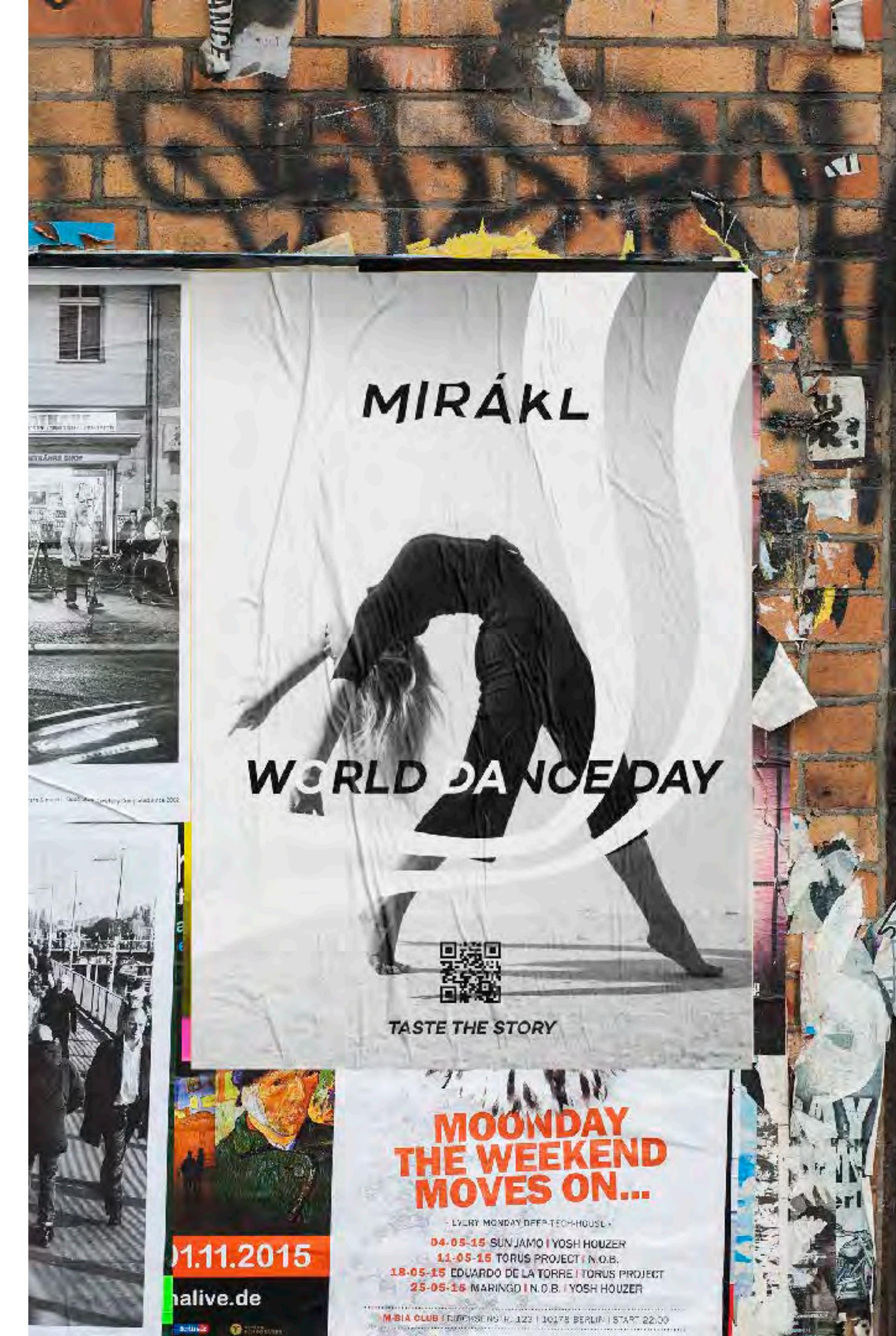
EXHIBICE
TASTE THE STORY

MIRÁKL
DANCE STUDIO







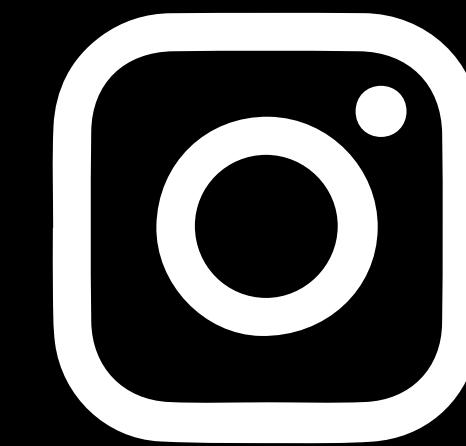


Communication

Social media



MIRÁKL



CONTENT

**BEHIND
THE STORY**

**QUIZ
TIME**

**KNOW
THE STORY**

**TASTE
THE DAY**

**TANEČNÍ
HLÁŠKY**

**SERIE
*FRIDA KAHLO***

**„livelessstory“
ONLINE CLASSES**

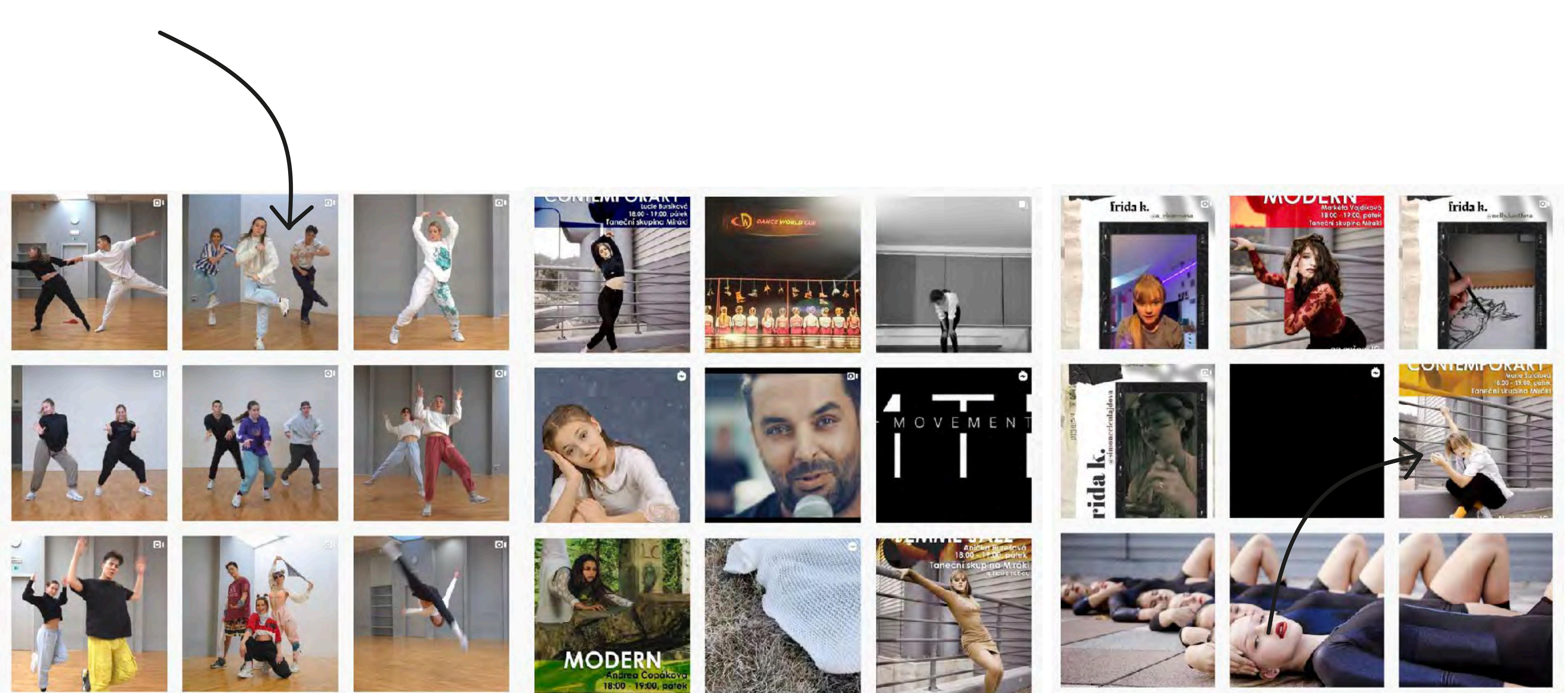
The names comes from the claim

„TASTE THE STORY“

***BEHIND
THE STORY***

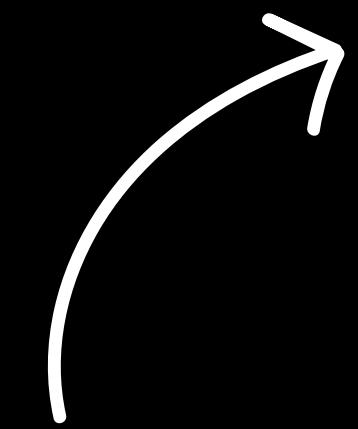
***KNOW
THE STORY***

***TASTE
THE DAY***

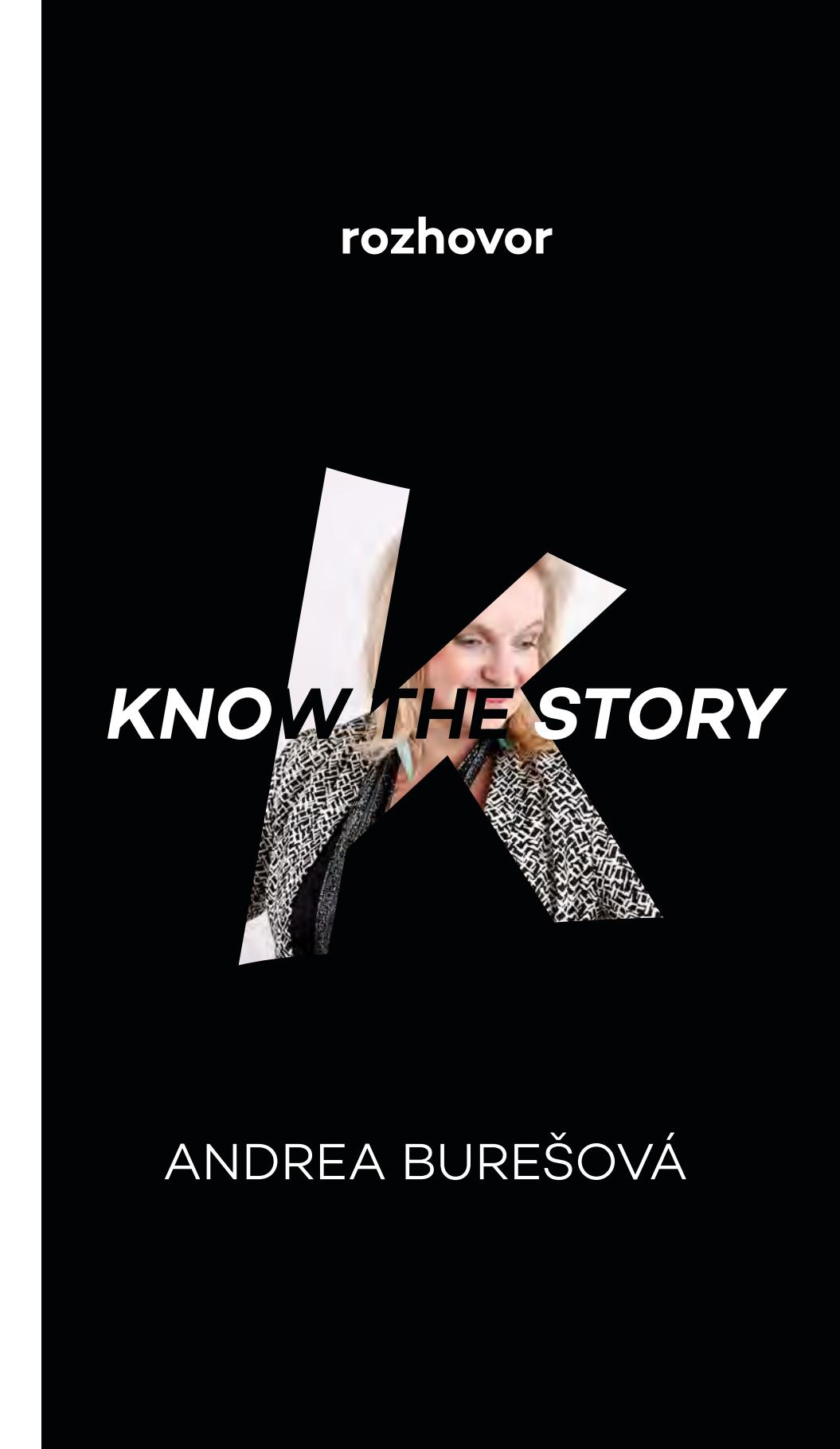
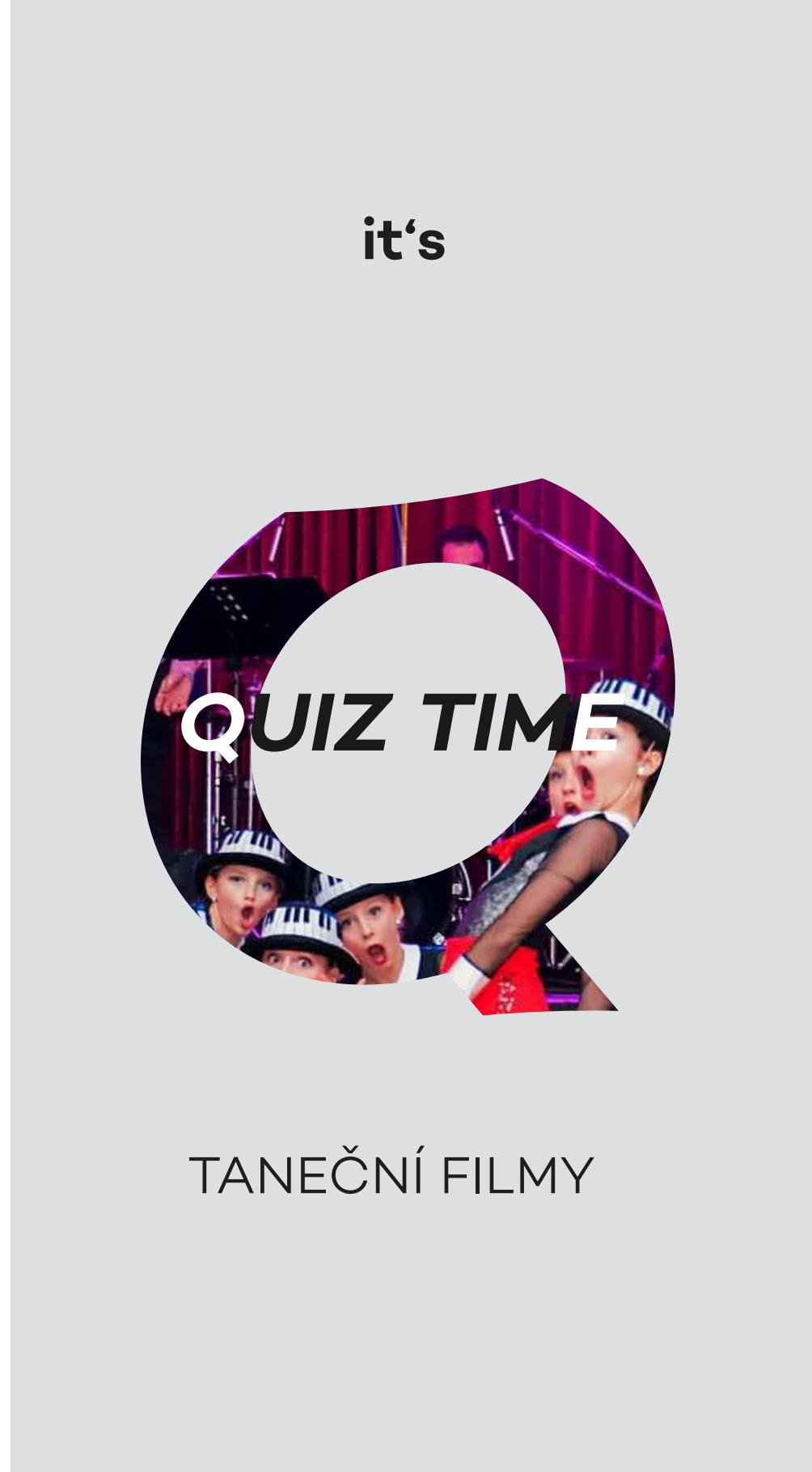


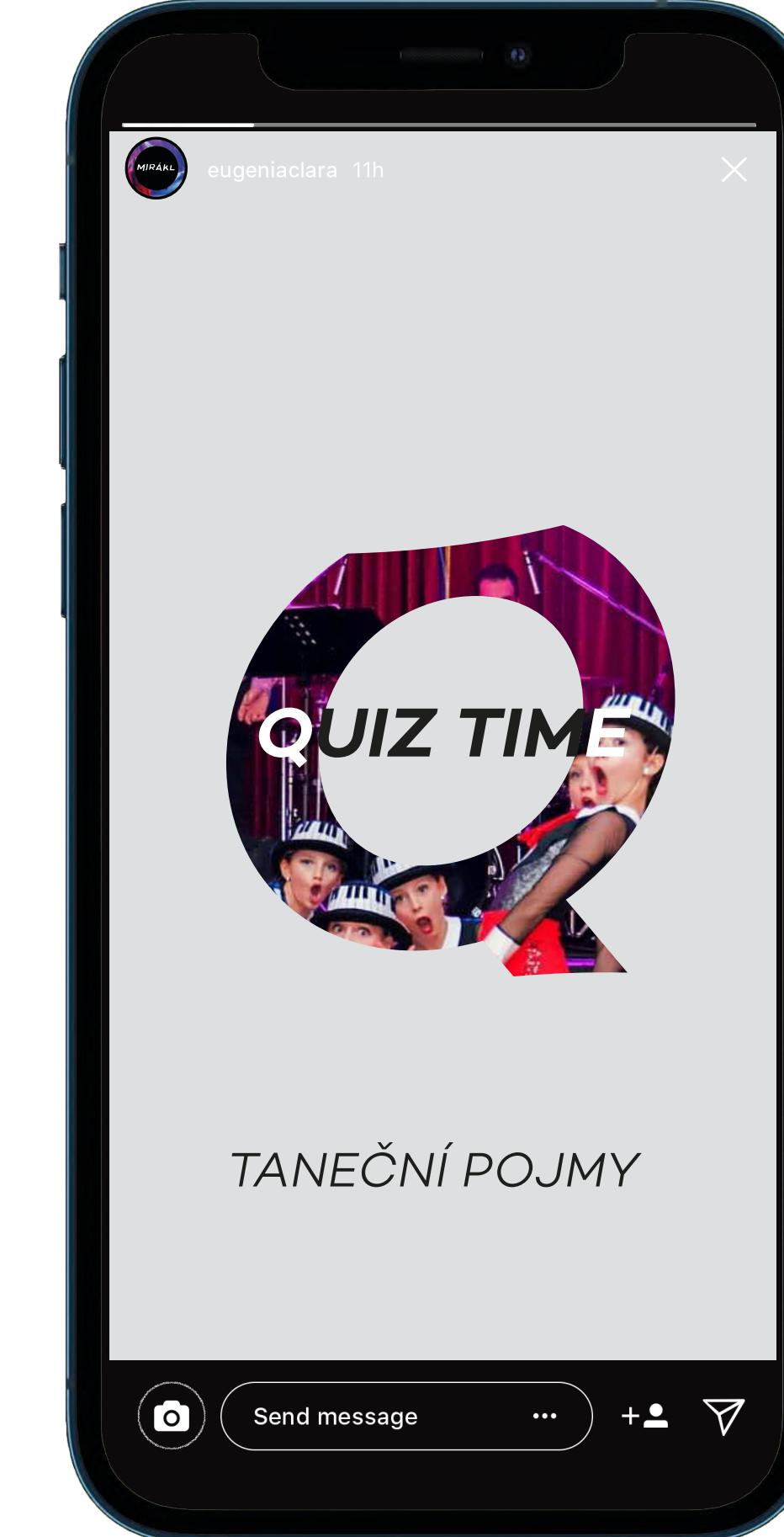
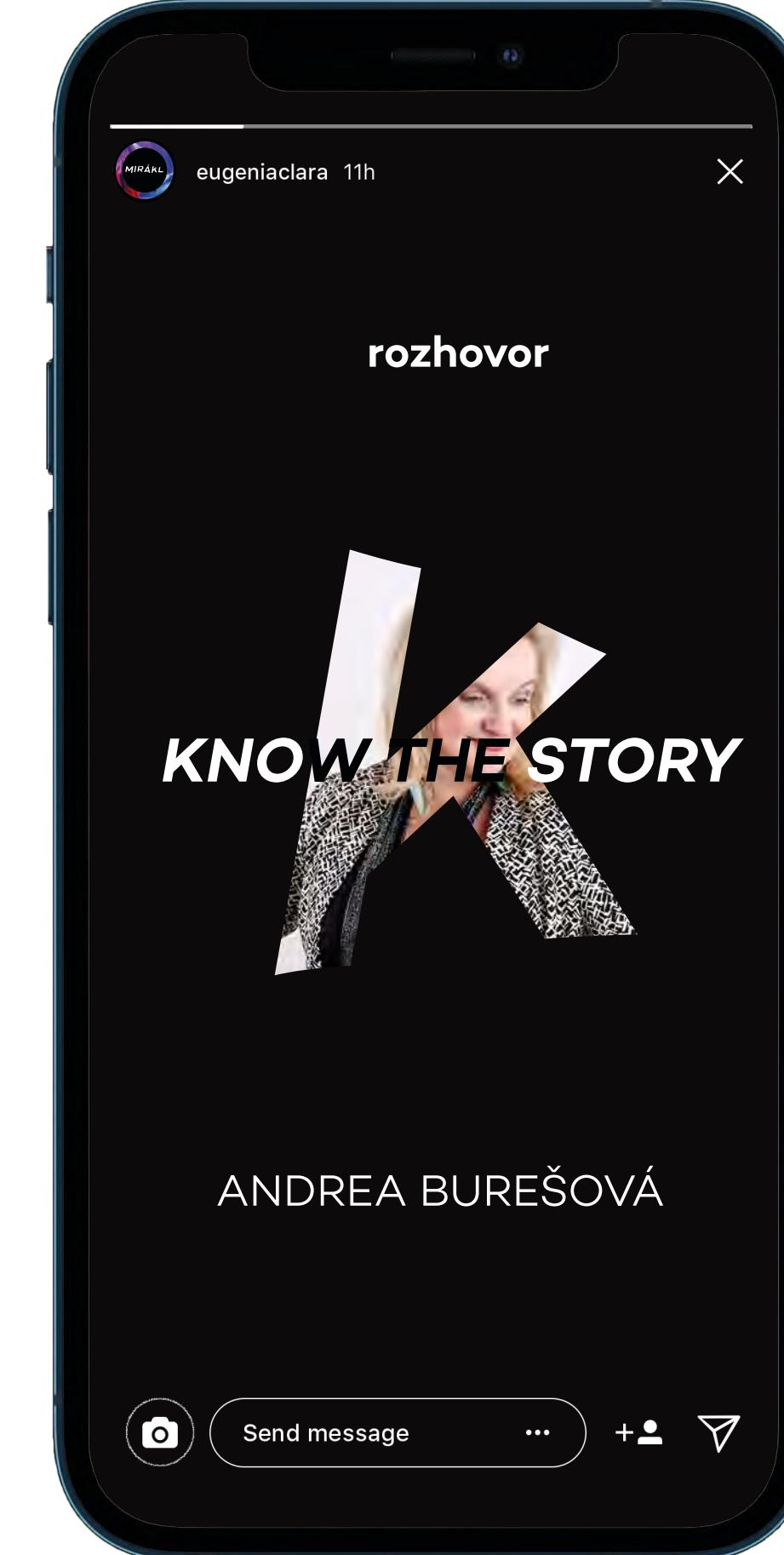
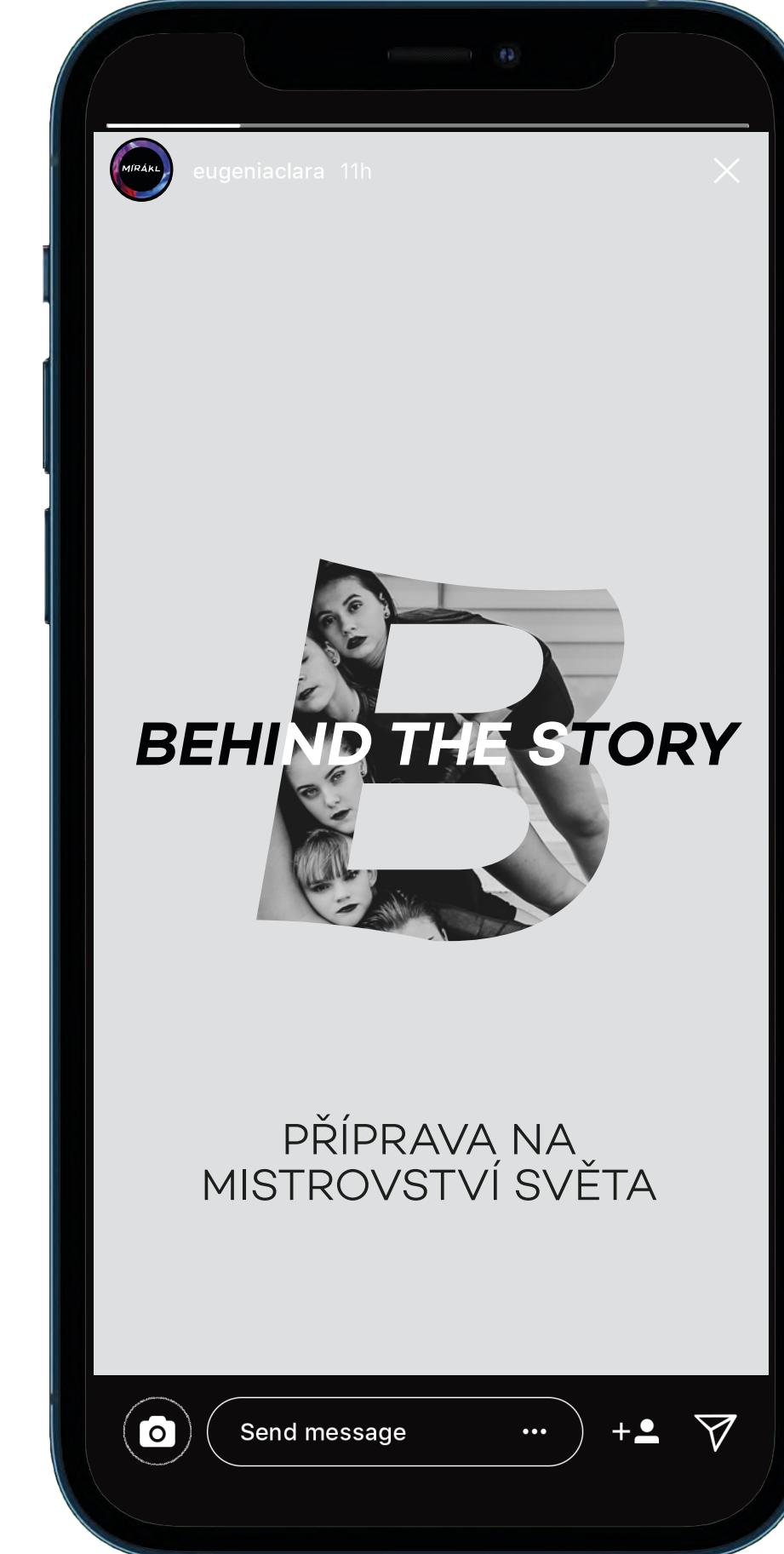
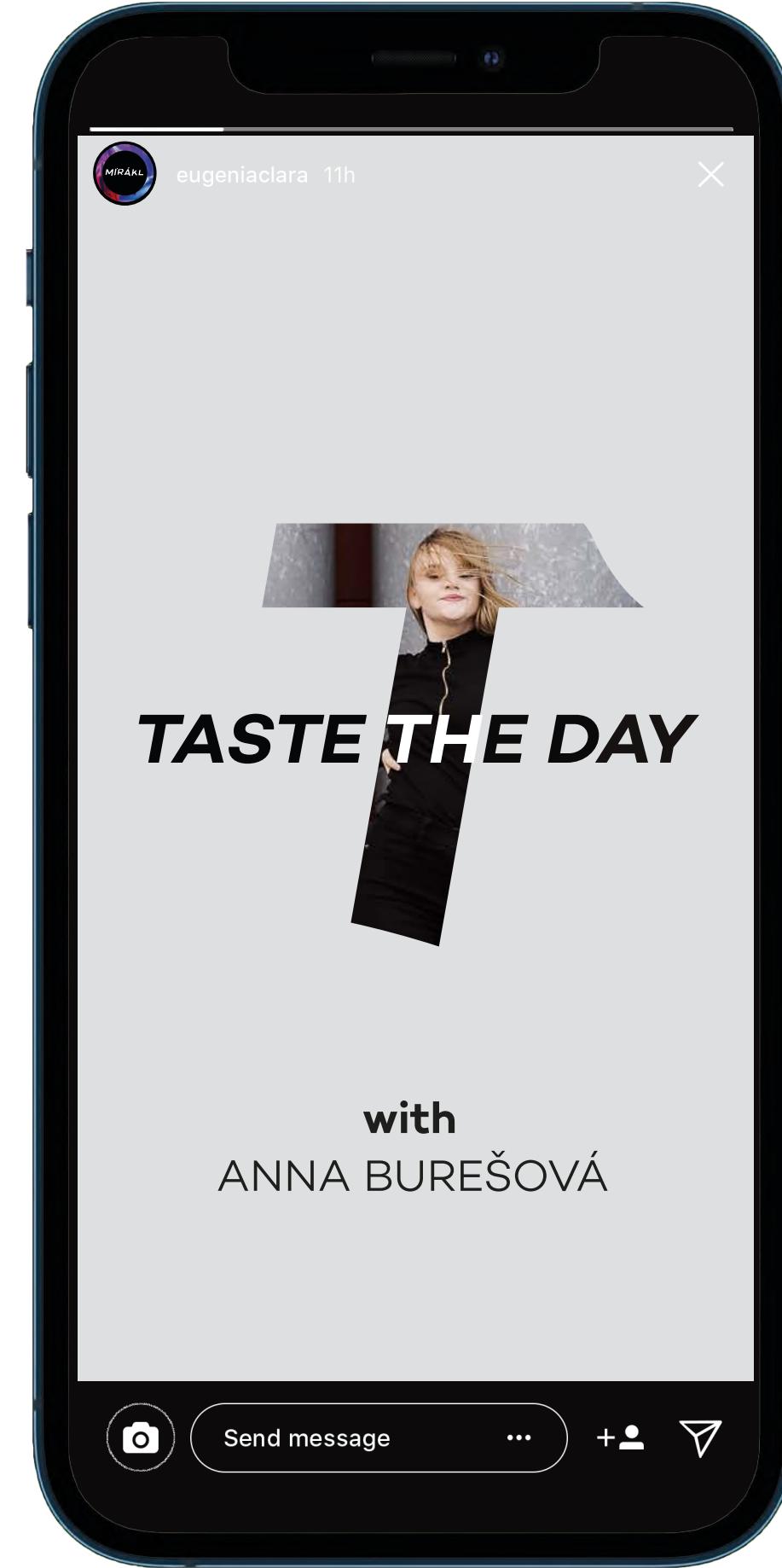
SOLUTION

MIRÁKL



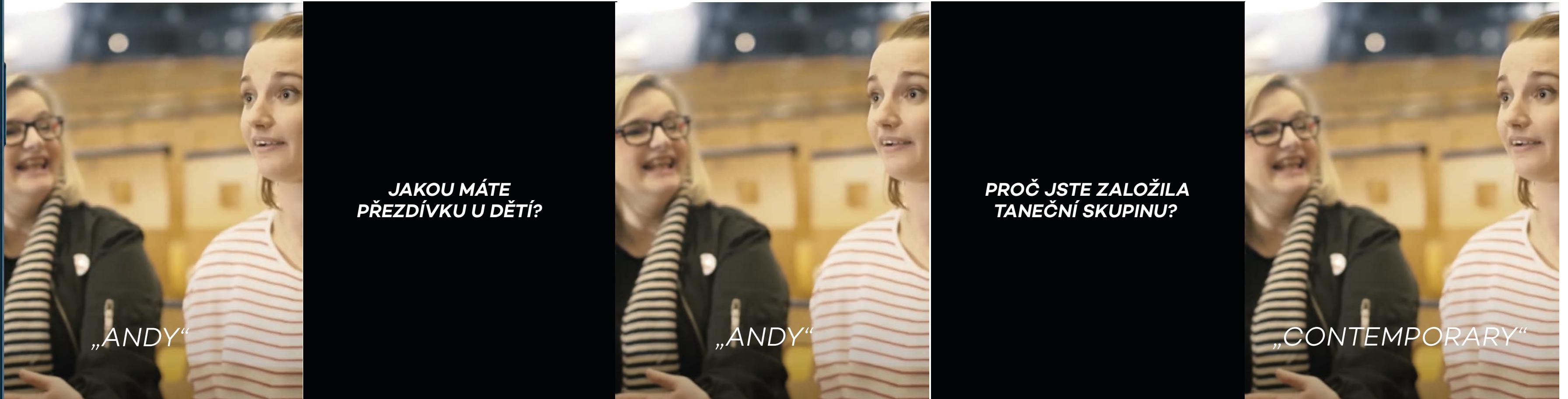
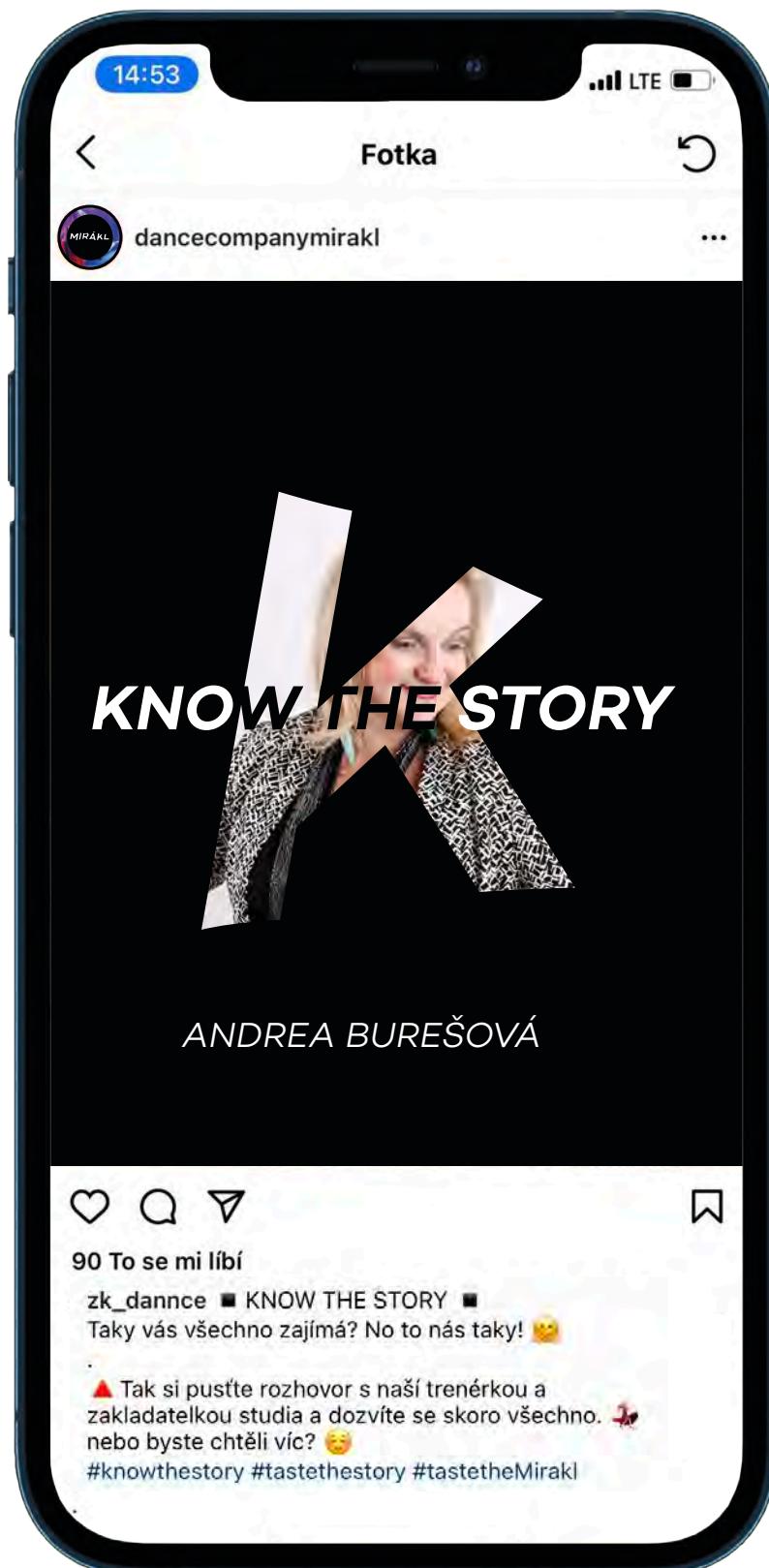
Q B K W T

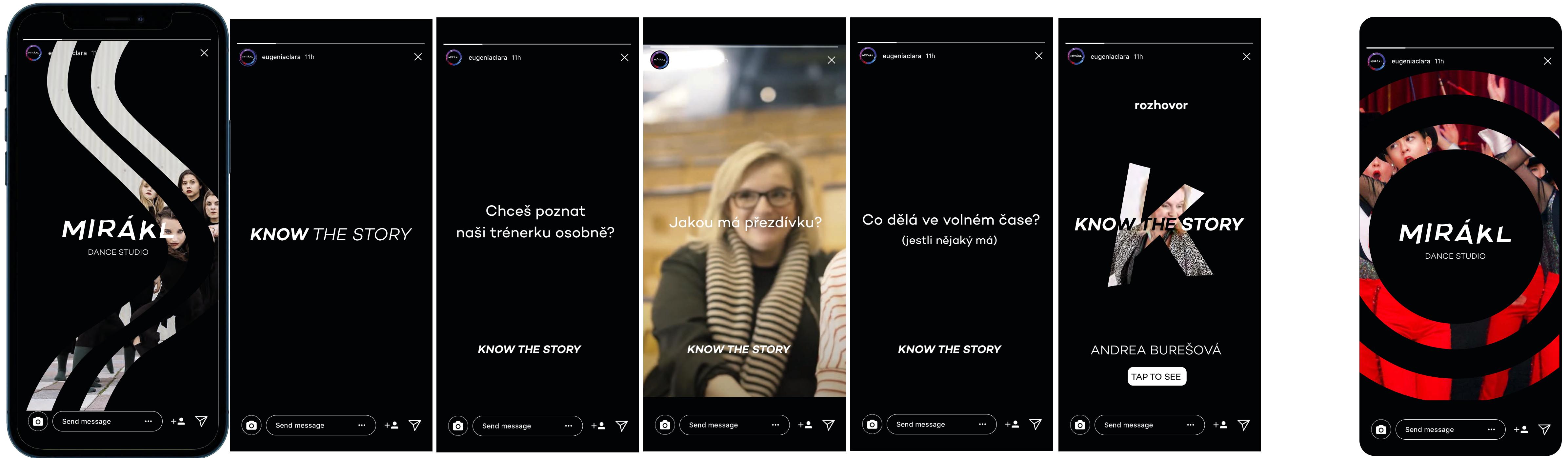




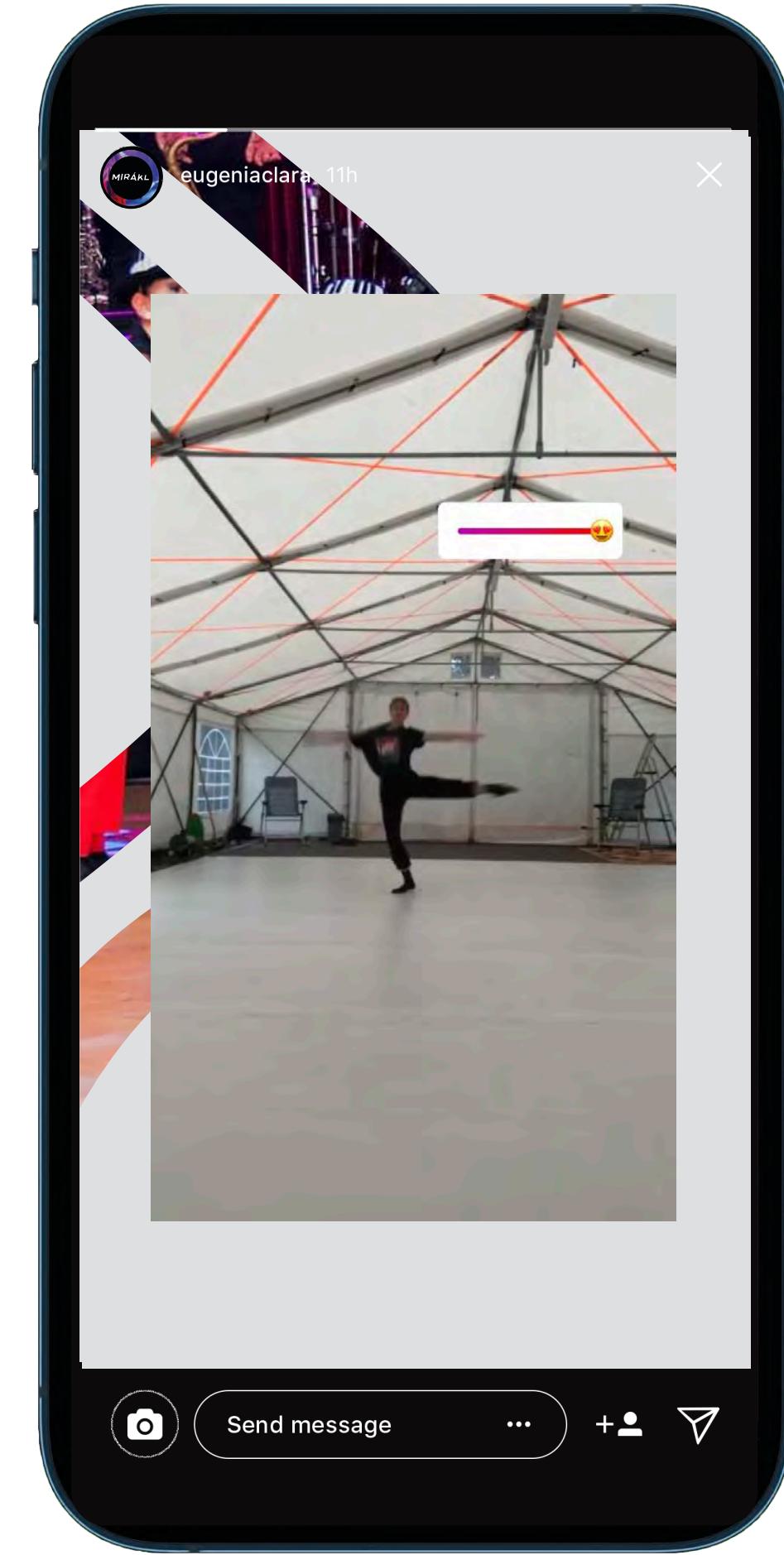
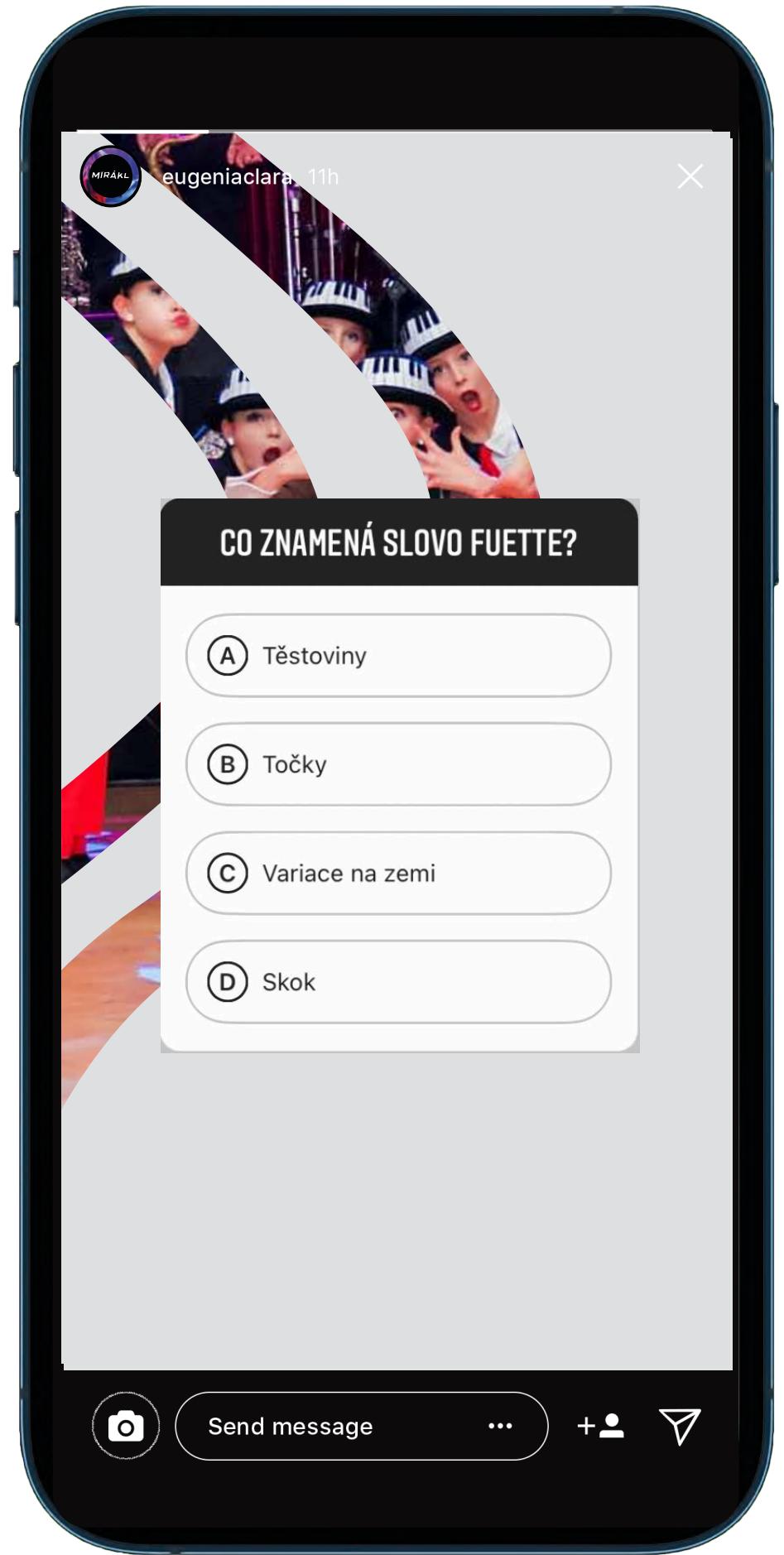
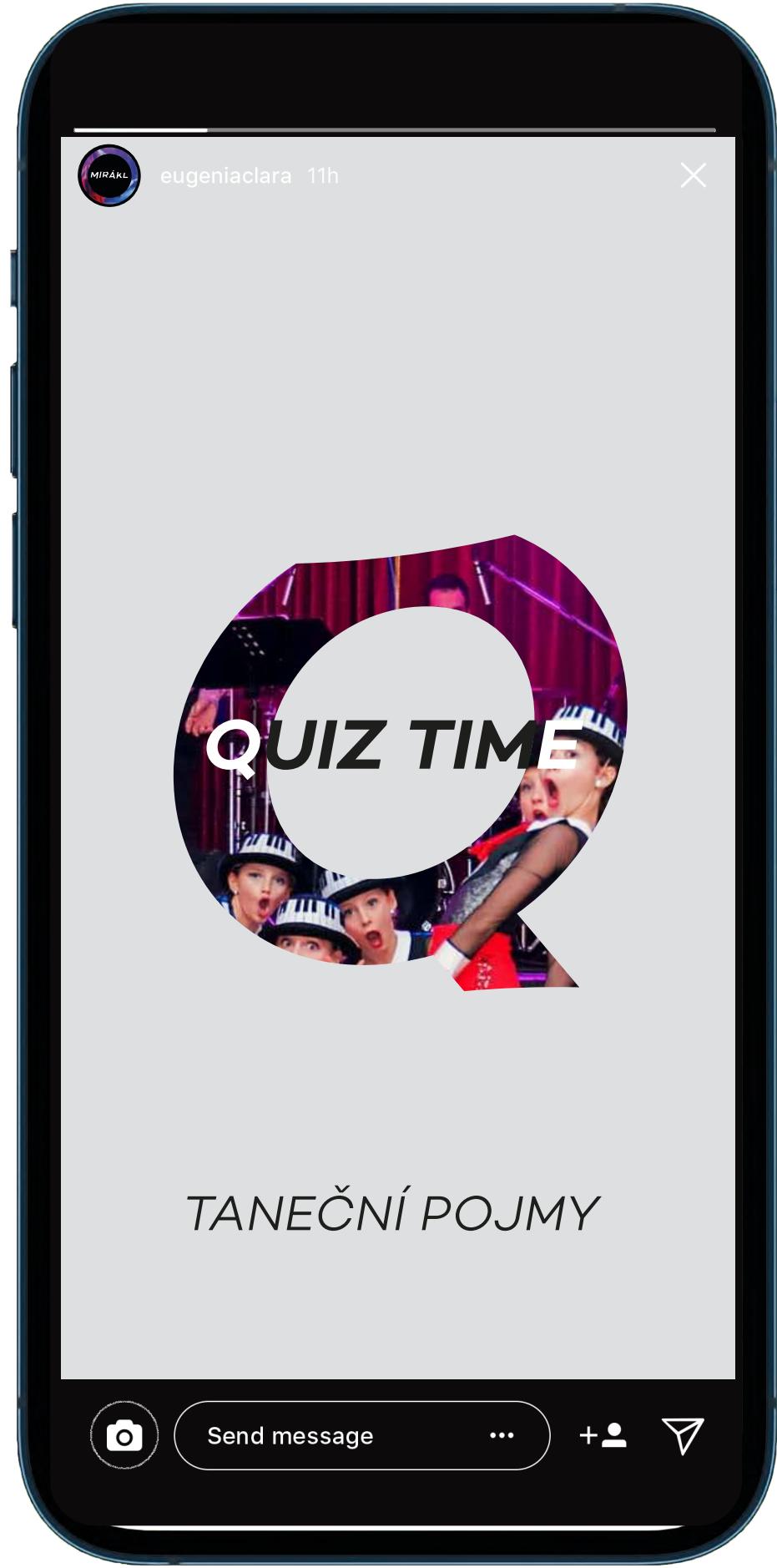
**KNOW
THE STORY**





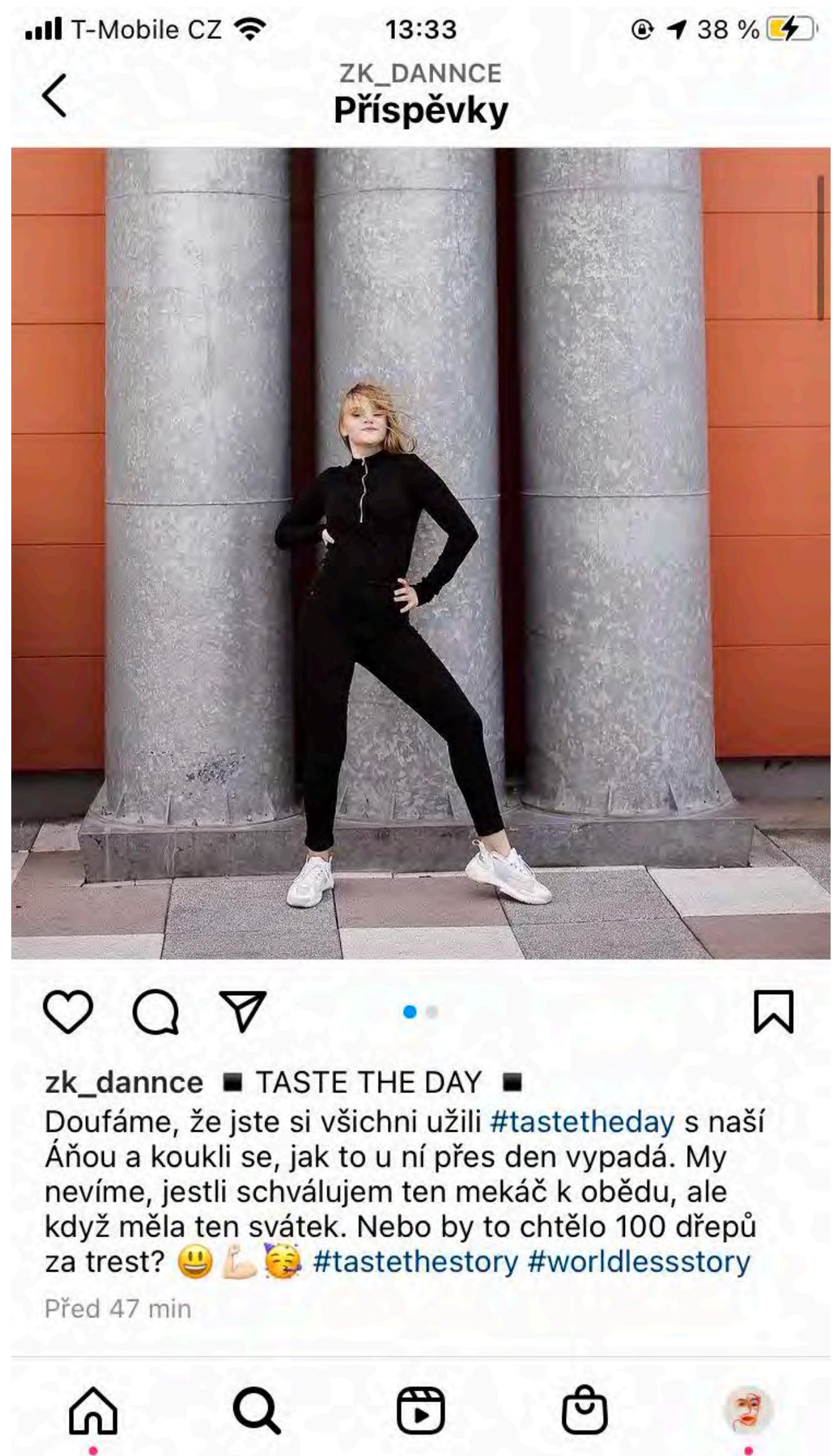
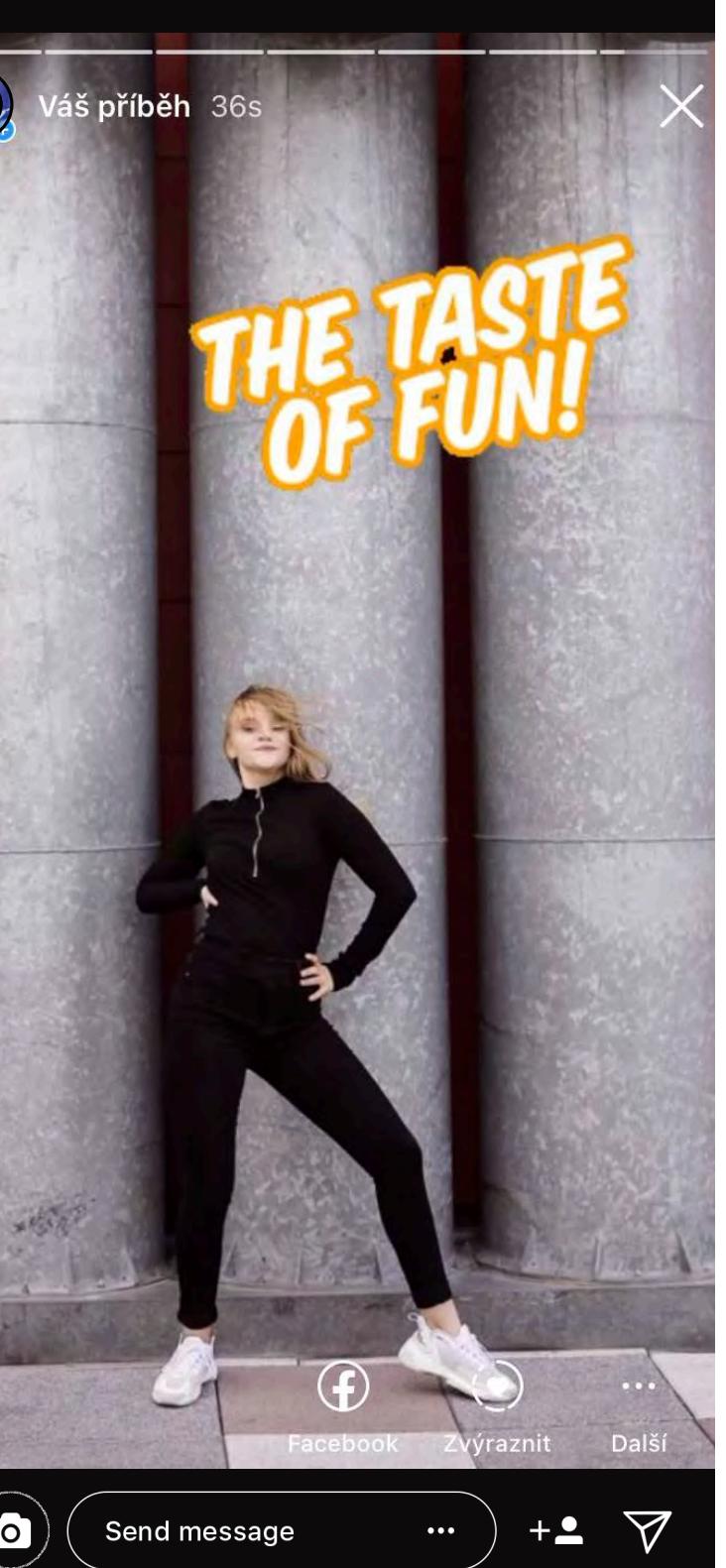
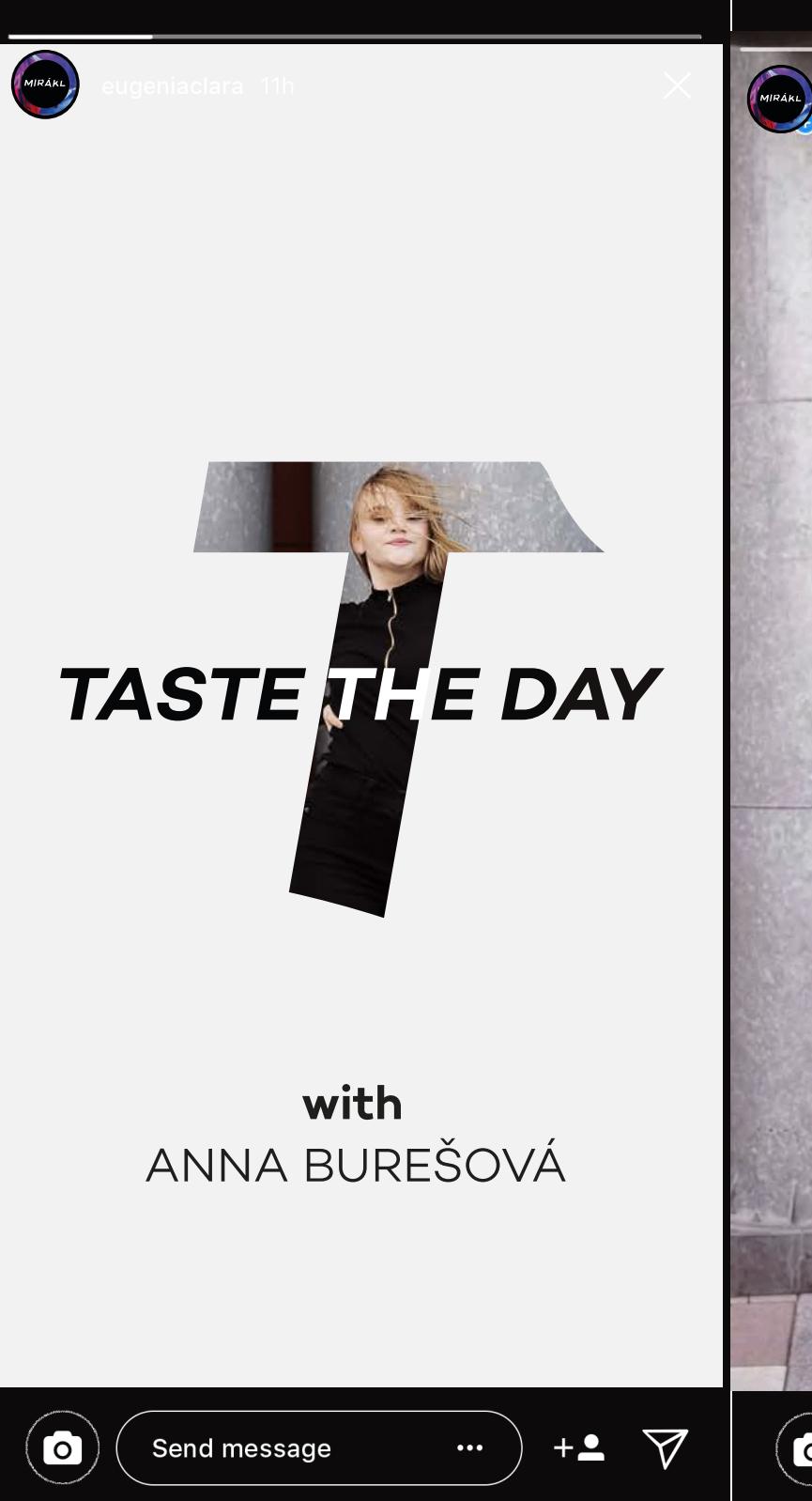


**QUIZ
TIME**

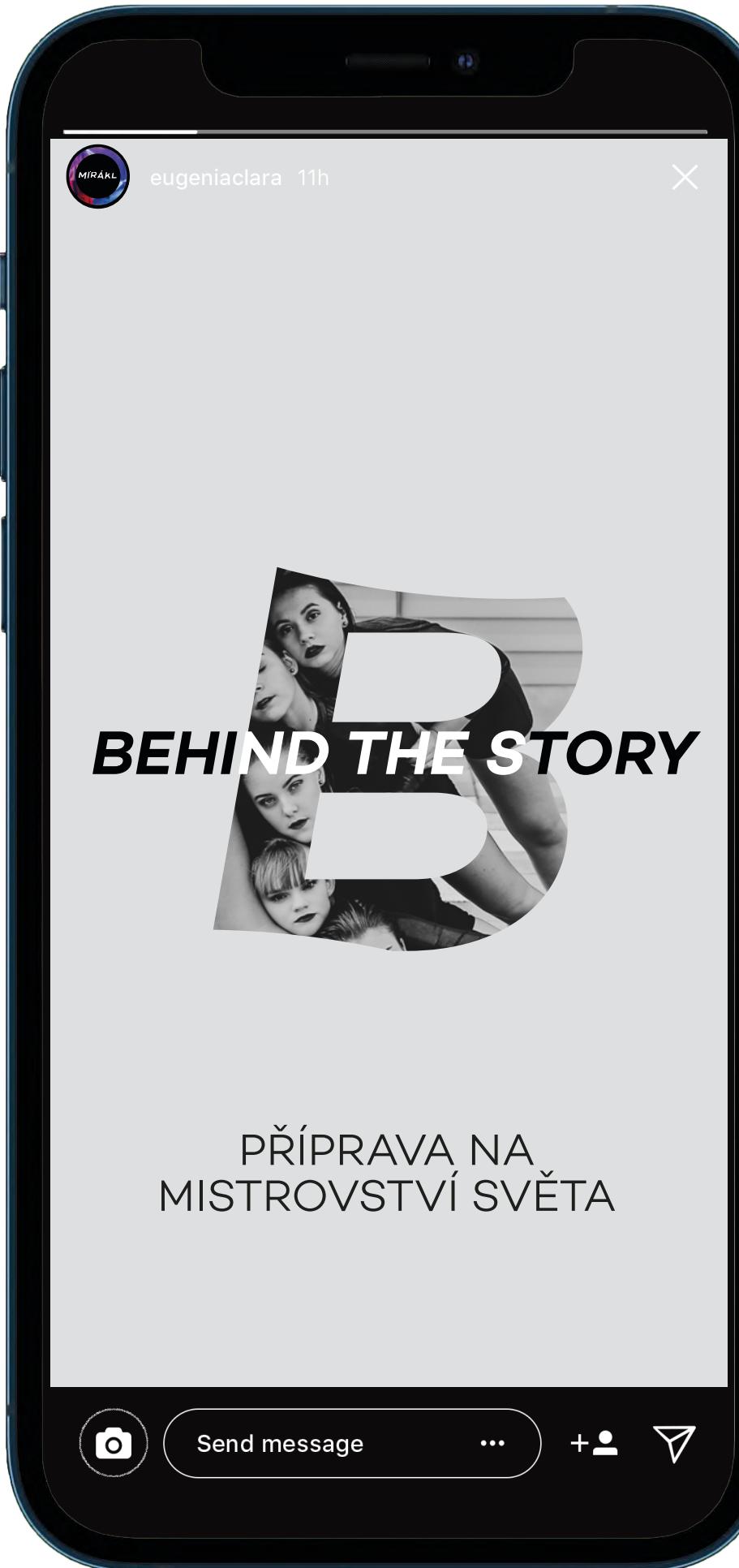


možnost použití gifů

TASTE
THE DAY



BEHIND
THE STORY



**TANEČNÍ
HLÁŠKY**



SERIE
FRIDA KAHLO



■■■ T-Mobile CZ WiFi 16:53 52 %

DANCECOMPANYMIRAKL
Příspěvky

 FRIDA KAHLO by SIMONE

480 zhlédnutí · To se líbí teterukova_a

dancecompanymirakl Ohlédnutí Frídy K.,náš projekt inspirovaný životem a dílem mexické malířky Frídy Kahlo. Zatím malé úryvky, které vznikají on-line.

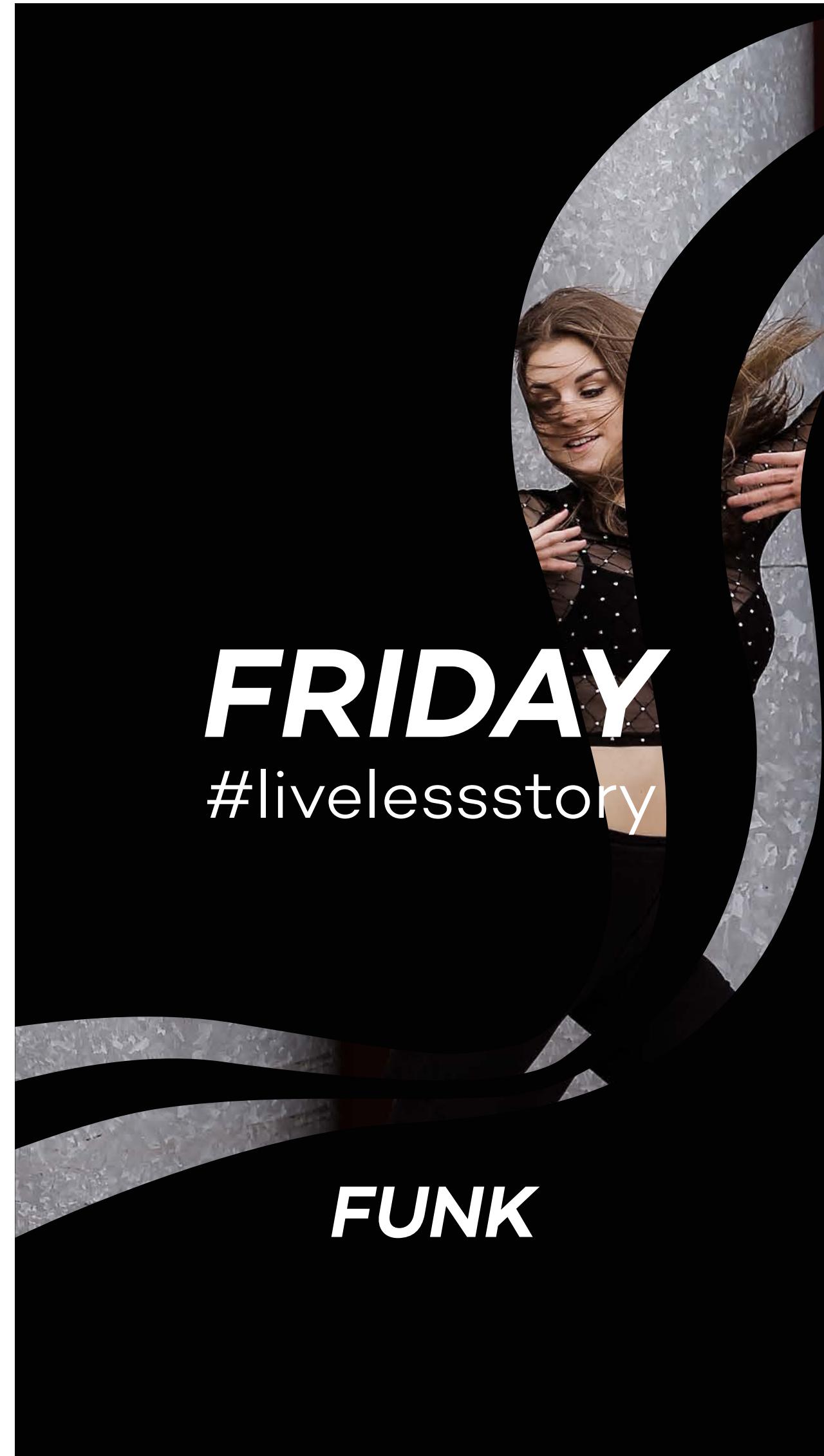
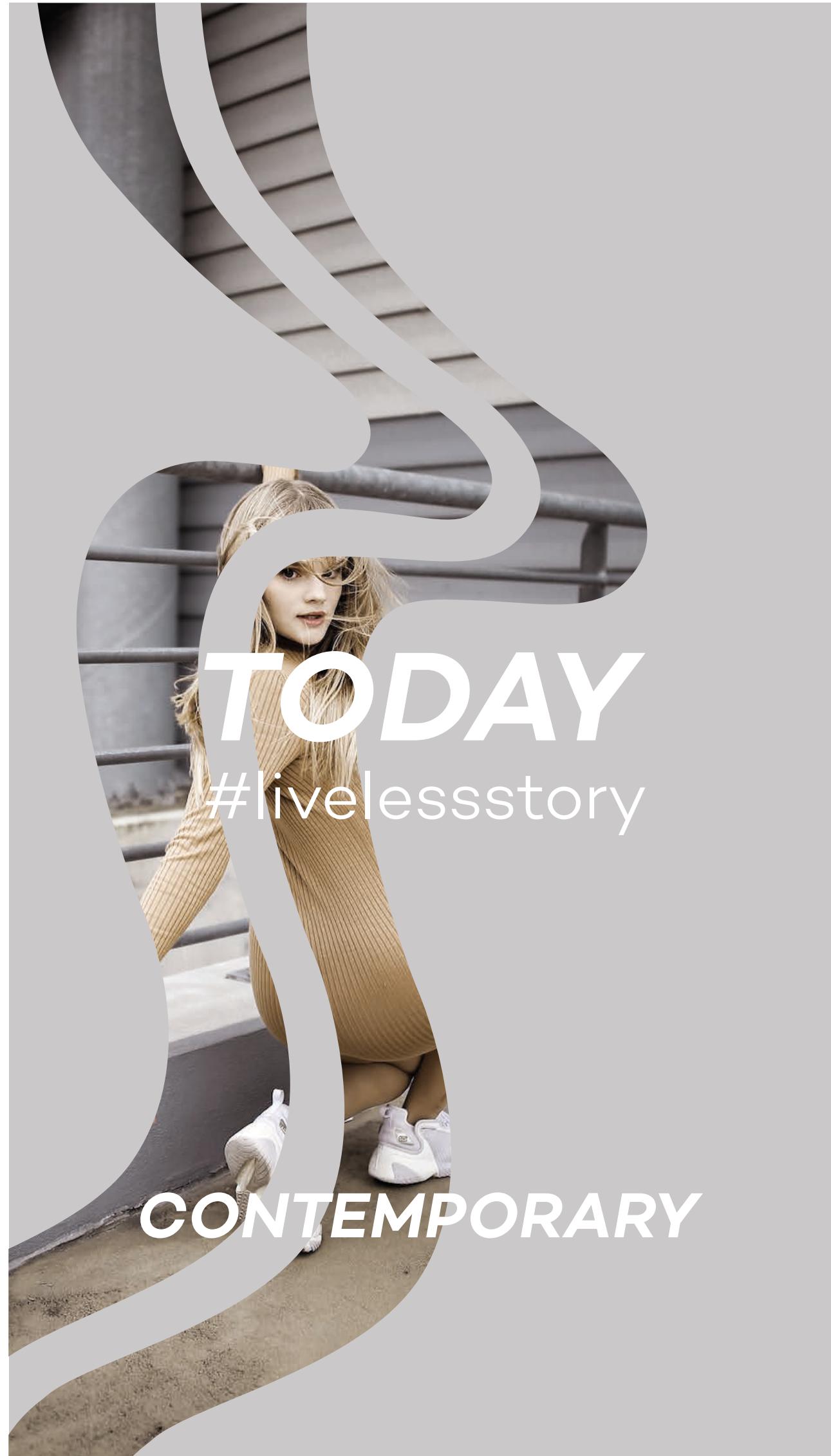
Hindsight of Frida K. Our project inspired by her life and work. And for now just a little pieces those are created online 🌸



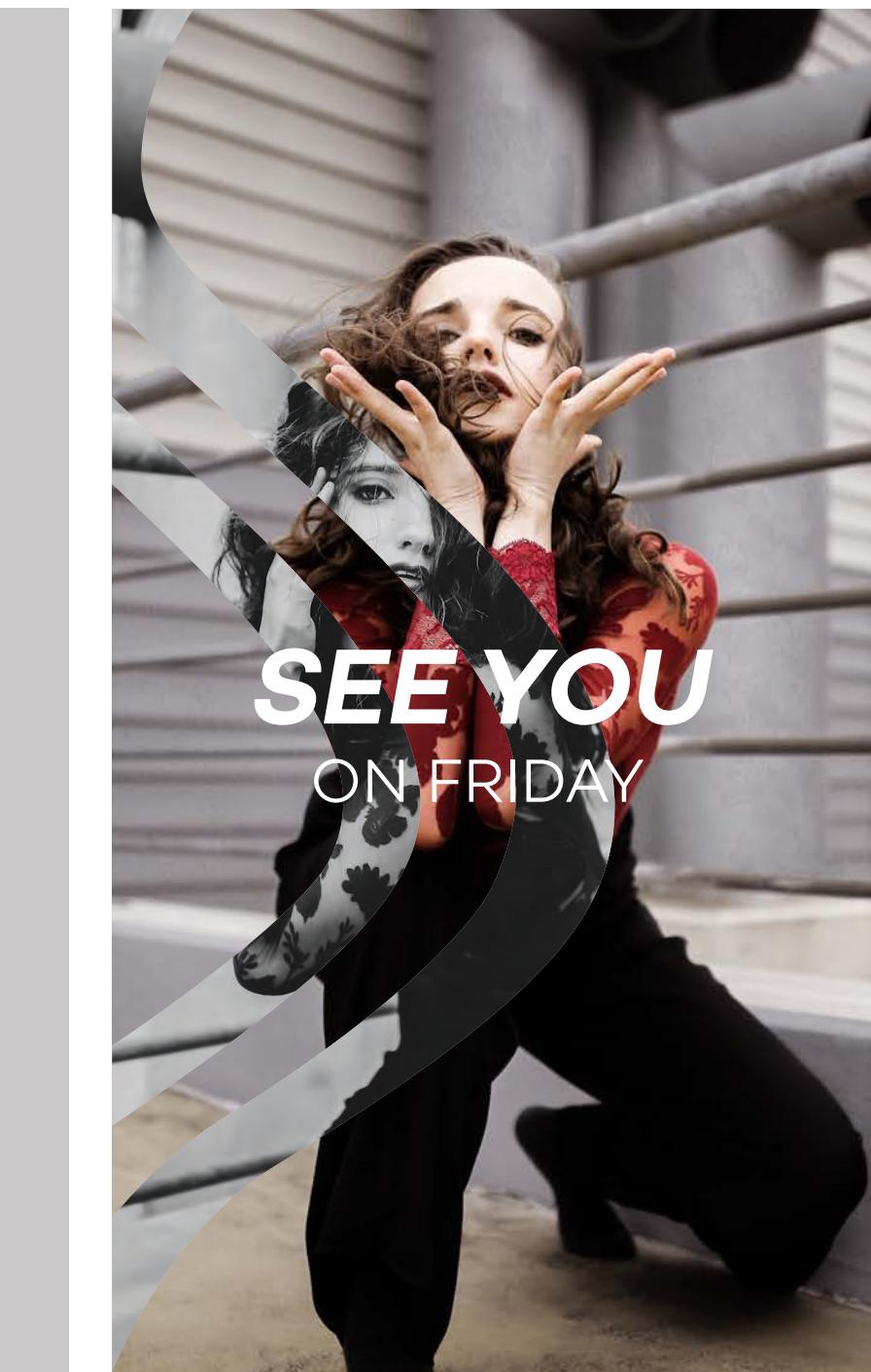
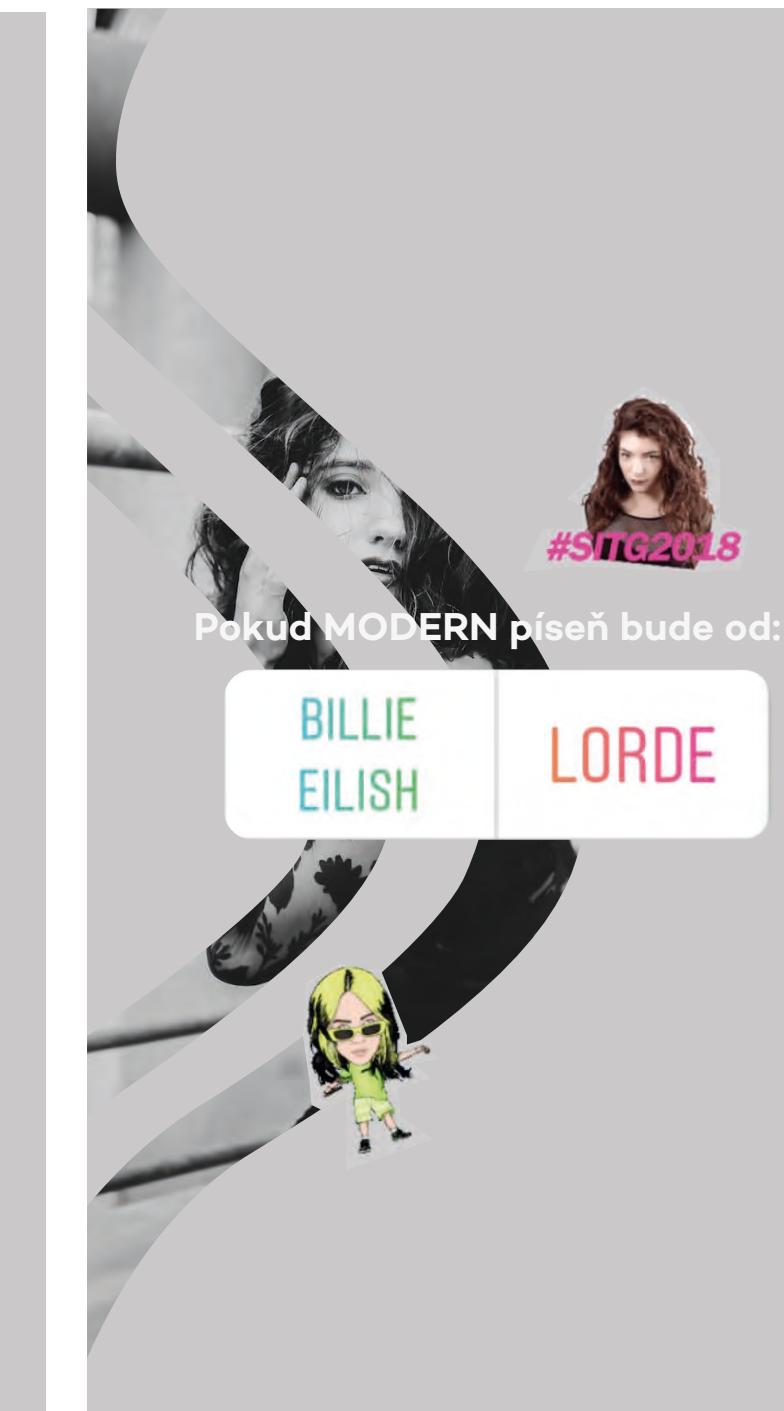
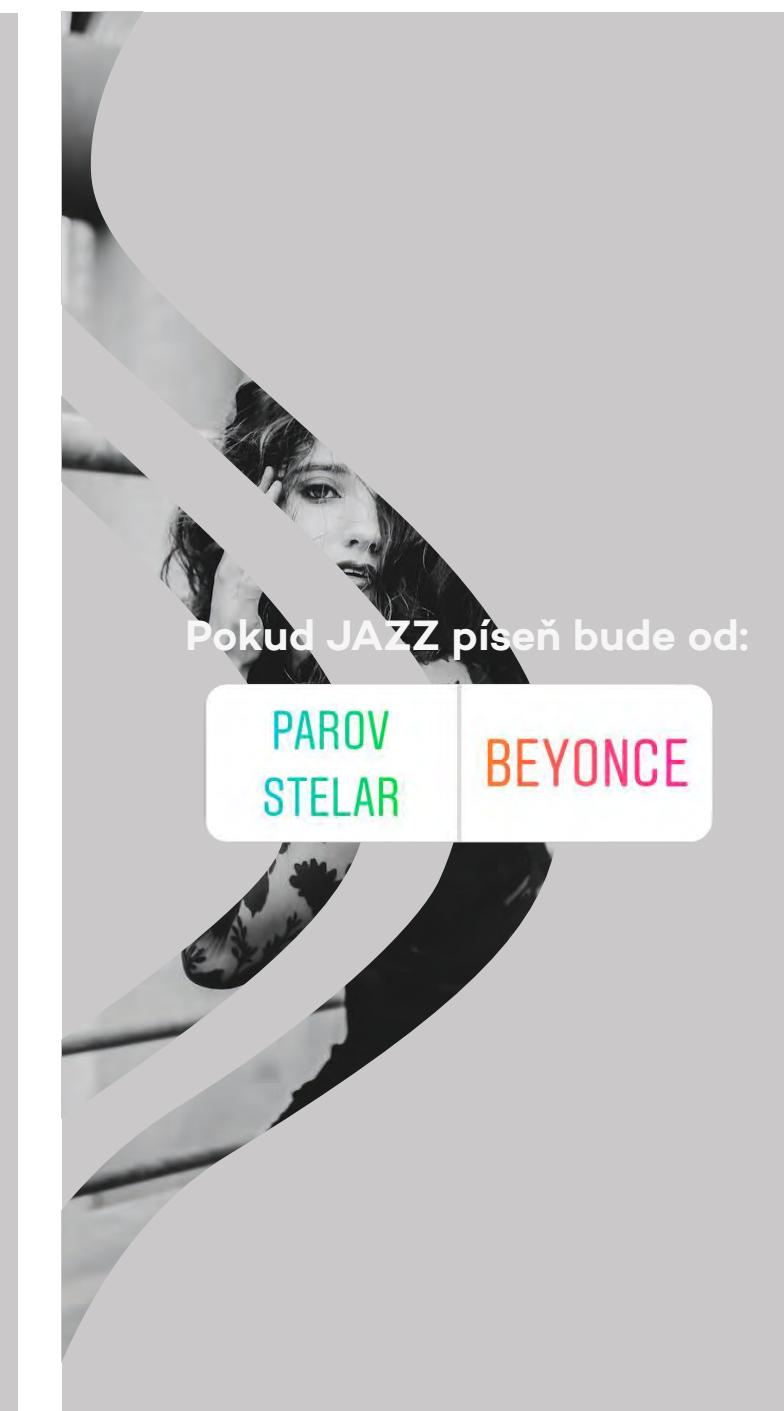
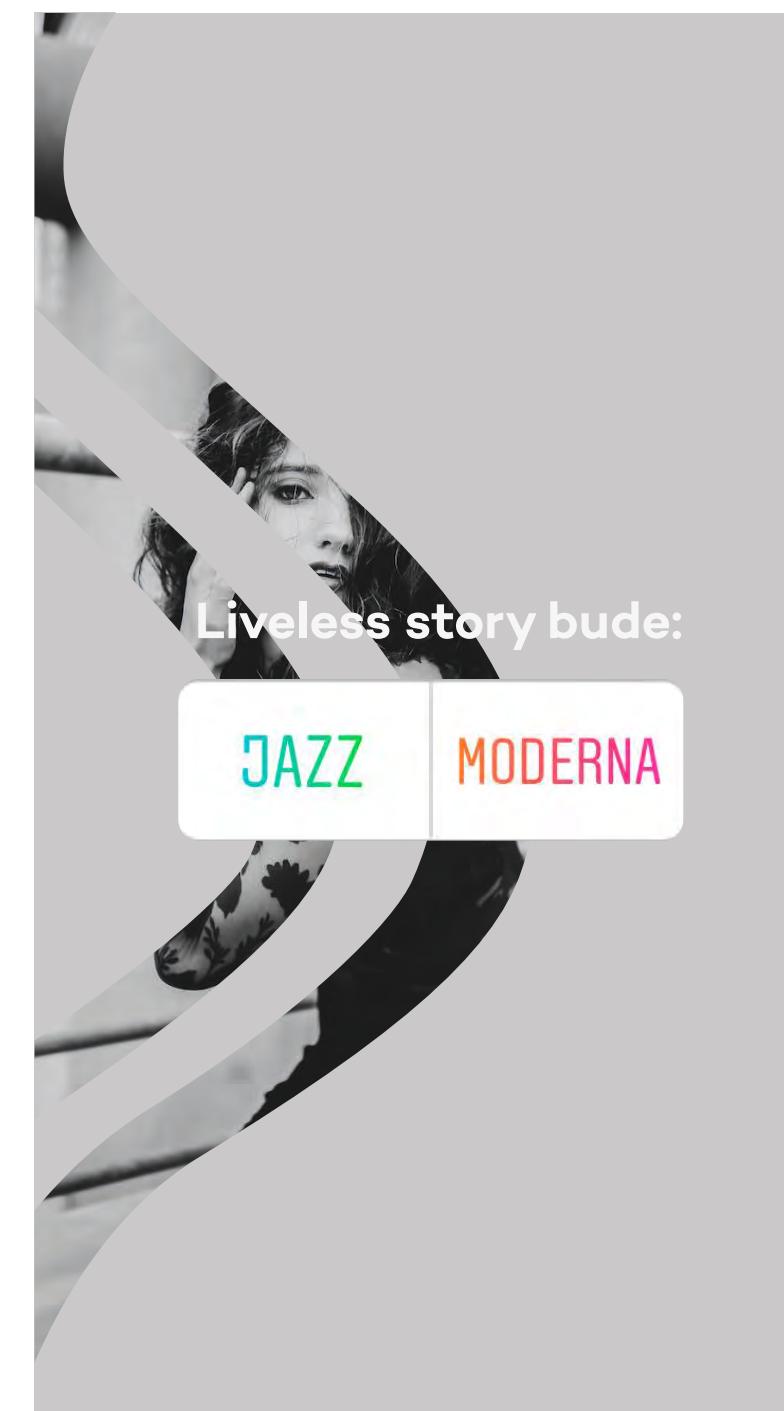
„livelessstory“
ONLINE CLASSES

- *Comes from the claim*
- *Also from the slogan “wordless story”*







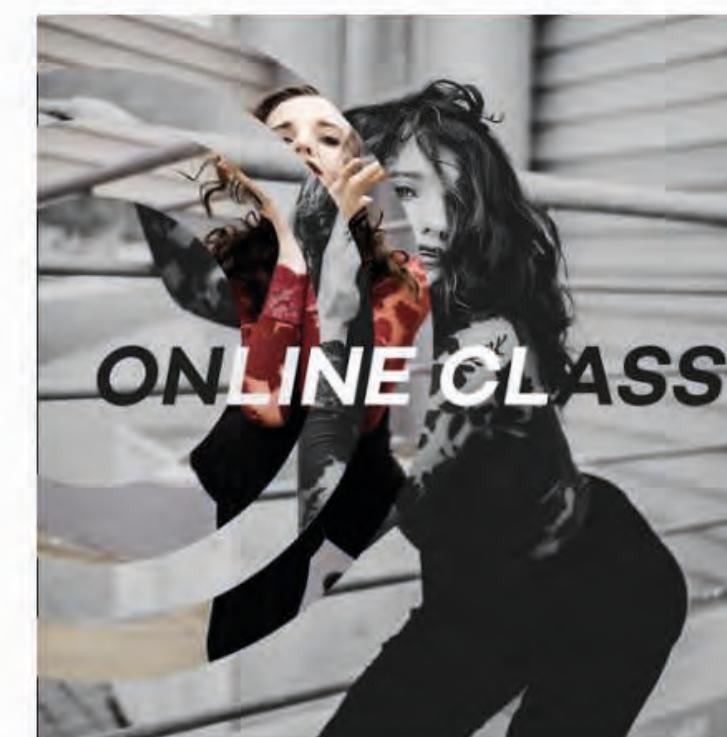
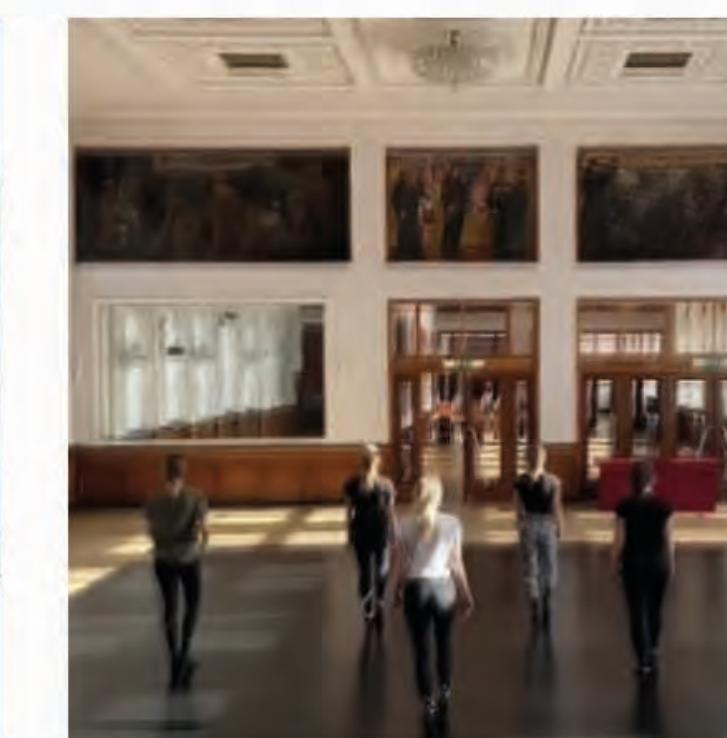
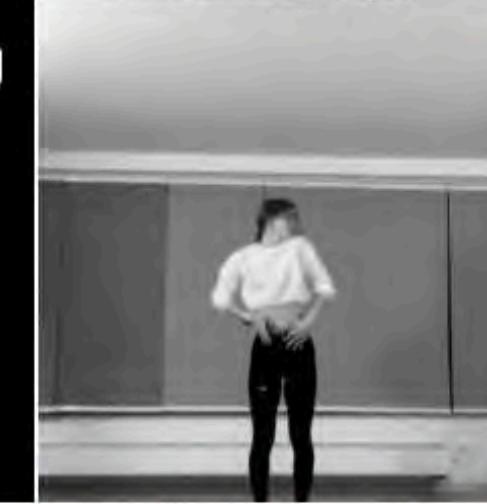
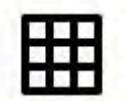


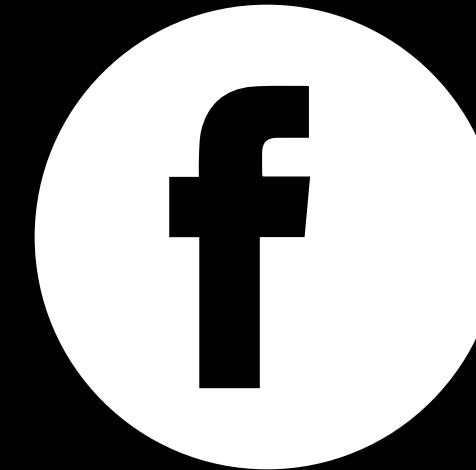
- Ankets - interaction with people
- They can choose



FEED

zk_dannce 9+



A white circle containing a black lowercase letter 'f', representing the Facebook logo.

f



MIRÁKL

Taneční studio Mirákl

@tanecnistudioMirakl · Komunita

[Kontaktujte nás](#)

mirakl.cz

Hlavní stránka Informace Další ▾

Tohle se mi líbí Zpráva ...

Informace Zobrazit vše

1 Kontakt:
Andrea Burešová - 775 174 128
Markéta Vajdíková - 601 350 858

1 456 lidem 68 z vašich přátel se to líbí

1 466 lidí to sleduje

Vytvořit příspěvek

Fotka/video Oznámit polohu Označit přátele

PŘIPNUTÝ PŘÍSPĚVEK

Taneční studio Mirákl 8. listopadu 2020



Taneční studio Mirákl
@tanecnistudioMirakl · Komunita

[✉ Kontaktujte nás](mailto:kontakt@mirakl.cz)

mirakl.cz

Hlavní stránka

Informace

Další ▾

Tohle se mi líbí

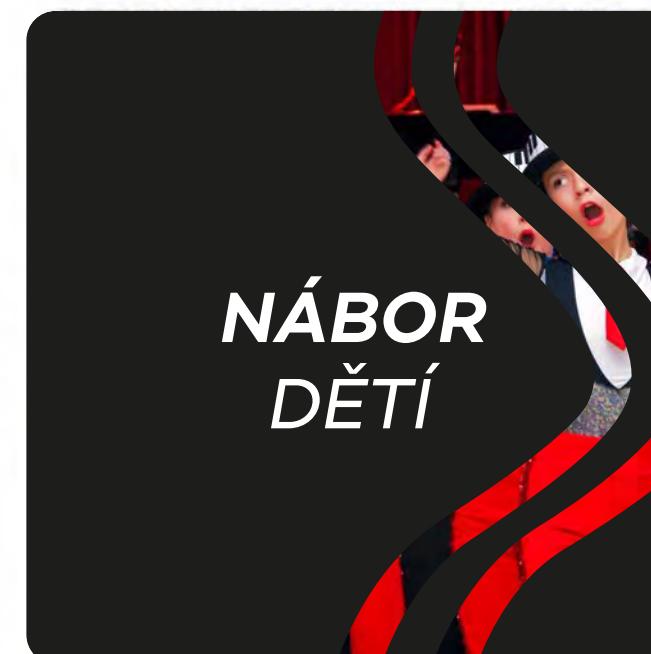
Zpráva



...

Alba

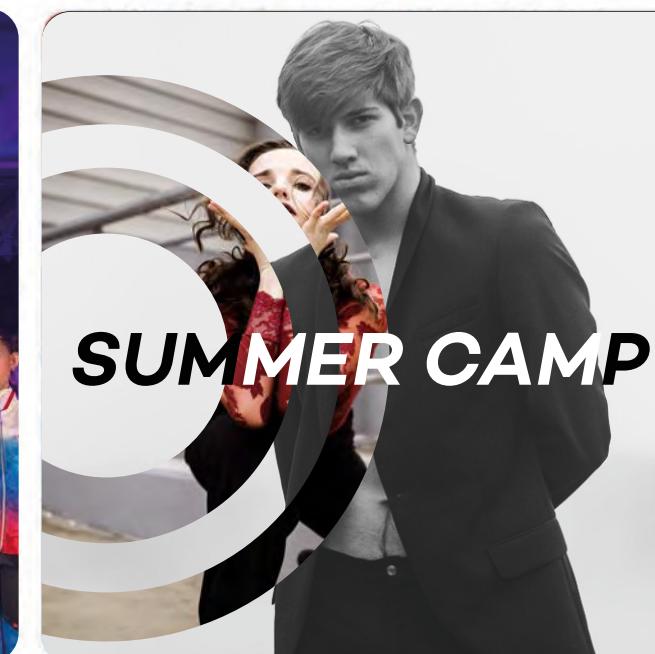
[Zobrazit vše](#)



Fotky na Timeline
531 položek



Mistrovství světa 2019
1 752 položek



Letní soustředění 2020
19 položek



Peking 2019
10 položek



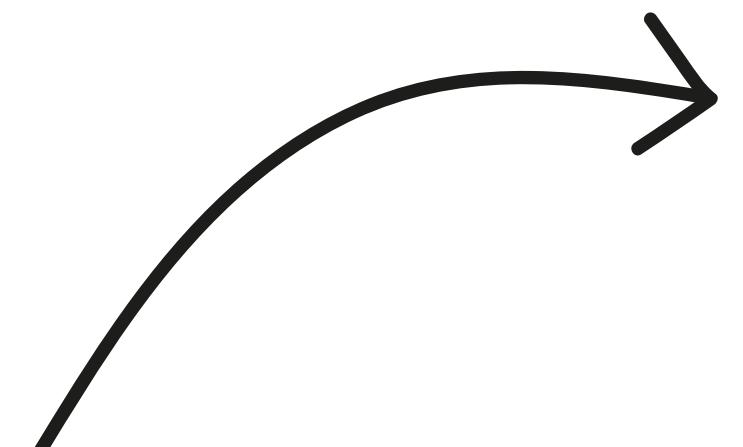
WEB



SLOGAN



#pribehnamiru





VAŠE PŘÍBĚHY JSOU NAŠIM POHYBEM

PROŽIJTE S NÁMI ZNOVU VÁŠ PŘÍBĚH

#pribehnamiru

The mobile screen displays the homepage of the Mirák Dance Studio website. At the top left is a large white 'M' logo. To its right is a circular image of a dancer in motion. Below the logo, the text 'MIRÁKL' is prominently displayed in white, with 'DANCE STUDIO' underneath. A button labeled 'TASTE THE STORY' is visible. On the far right of the screen are social media icons for Facebook, YouTube, and Instagram. At the bottom, a quote by Andrea Burešová is shown: "Snažíme se v každém jednom tanečníkovi probudit lásku k pohybu a tanci tak, aby se pro něj tanec stal vášně a životní láskou." Below the quote, her name 'ANDREA BUREŠOVÁ' and title 'zakladatelka' are listed.



VAŠE PŘÍBĚHY JSOU NAŠIM POHYBEM

PROŽIJTE S NÁMI ZNOVU VÁŠ PŘÍBĚH

#pribehnamiru

The desktop screen shows the website's main content area. At the top, the large 'M' logo is partially visible. Below it, the text 'KATEGORIE' is centered above three categories: 'DĚTI', 'JUNIORI', and 'DOSPĚLÍ'. Each category has a corresponding image: children dancing, junior performers, and adult performers. The background of the main content area is black.



VAŠE PŘÍBĚHY JSOU NAŠÍM POHYBEM

CHCETE VYJÁDŘIT SVŮJ PŘÍBĚH, ČI EMOCE?
MY HO ŘEKNEME ZA VÁS, TANCEM.

TASTE THE STORY

Hledáte formu, jak představit firemní strategii,
nový produkt, nebo chcete oživit vernisáž?
Rádi pro vás připravíme jedinečné vystoupení
vyprávějící váš příběh tancem.

#pribehnamiru

MERCH







OTHERS





MIRÁKL

TANEČNÍ STUDIO





KLOOK

The end