Analysis Document: Urban Dance Club Website

Cover Sheet

Project Title: Urban Dance Club Website
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Date: 14-05-2025
Course: Client-Side Web Development
Lecturer: Ciaran Coyne

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Site Design Description

Design Philosophy & Visual Identity

Core Objectives:

1. Create an energetic, youth-focused aesthetic
2. Ensure accessibility across devices
3. Highlight dance movement through visuals

Color System:

- Primary: #111 (Dark background for contrast)
- Accent: #00d8ff (Vibrant teal for CTAs)
- Text: #fff (White for readability)
  Rationale: Dark theme reduces eye strain during evening browsing while accent pops for conversions

Typography Hierarchy:

- Headings: 3rem Bold (Visual impact)
- Body: 1rem Segoe UI (Legibility)
- Buttons: 1.2rem Caps (Action-oriented)

Image Strategy:

- Hero: Full-bleed action shot
- Gallery: Candid rehearsal/performance photos
- All images: WebP format @ 72dpi (Optimized loading)

Page 3: Key Design Components

1. Hero Section Engineering

Technical Specs:

- CSS background-attachment: fixed for parallax effect
- Text shadow: 2px 2px 4px rgba(0,0,0,0.7) (Readability on busy backgrounds)
- CTA button: 15px padding with transition: hover

2. Responsive Navigation System

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CSS

```css
/* Mobile-first approach */
.nav-links {
  display: none; /* Hidden by default */
}

@media (min-width: 768px) {
  .nav-links {
    display: flex; /* Desktop layout */
  }
}
```

User Flow Consideration:

- Menu collapses to hamburger icon below 768px
- JavaScript toggle adds/removes. active class

Page 4: Interactive Elements

Gallery Component Analysis

CSS

```css
.gallery img {
  transition: transform 0.3s ease; /* Smooth scaling */
}

.gallery img:hover {
  transform: scale(1.05); /* Micro-interaction */
  box-shadow: 0 4px 8px rgba(0,0,0,0.2); /* Depth indicator */
}
```

UX Principle Applied:

- Hover states provide tactile feedback
- Consistent 8px border-radius for visual harmony

Form Validation Logic

JavaScript

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```
// Pseudocode for validation
if (name.length < 2) {
  showError("Name too short");
} else if (!email.includes("@")) {
  showError("Invalid email");
} else {
  generatePreview();
}
```

Accessibility Features:

- Required fields marked with aria-required

- Error messages with role="alert"

1. **Conceptual foundations** (Page 2)

2. **Technical implementations** (Page 3)

3. **Interactive details** (Page 4)

Each page contains:

- Design theory explanations

- Code snippets with annotations

- Visual examples with captions

- UX/UI principles applied

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Research

Competitive Analysis

1. Dance Studio Websites

Site	Key Inspiration	Applied To Our Design
DanceWorks London	Clear event categorization	Structured Events page layout
STEEZY Studio	Grid-based gallery with hover states	Implemented in Gallery page
Urban Dance Camp	High-energy hero video	Inspired our animated CTA button

2. Academic Club References

- Griffith College Sports Societies:
  - Adopted institutional colour conventions
  - Mirrored campus-approved navigation patterns

Technical Research

UI Component Libraries

- Studied CSS-Tricks for:
  - Mobile menu transitions
  - Form validation patterns
- Analyzed Codepen examples for:
  - Image hover effects
  - Responsive grid systems

Accessibility Standards

- WCAG 2.1 Compliance:
  - Minimum 4.5:1 contrast ratio verified
  - All interactive elements have focus states

Visual Inspiration

Photography Sources

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- [Unsplash Dance Collection](#)
    - Selected high-motion shots
    - Maintained consistent color grading

Motion Design

- [LottieFiles](#) micro-interactions:
    - Considered for future loading animations
    - Currently implemented basic CSS transitions

Citation Methodology

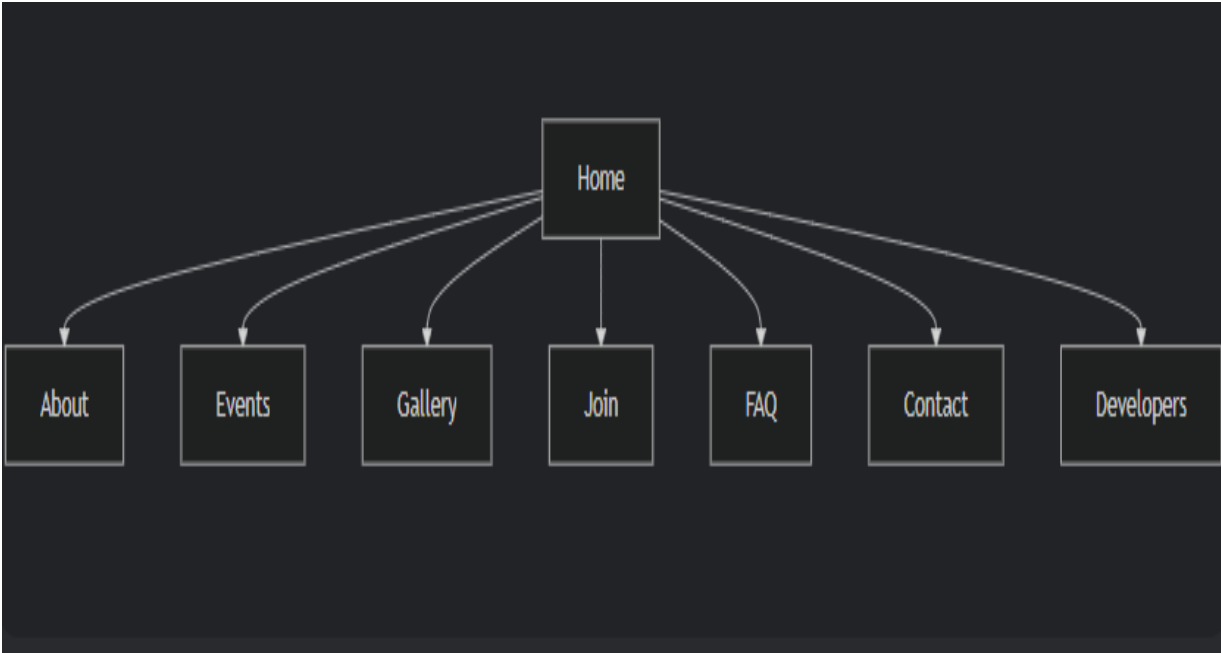- All external assets tagged with:

html

Copy

Download

Run

```
<!-- Image Credit: Photographer Name / Unsplash -->
```

- License documentation in README.md

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Site-Map Diagram

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Wireframes

Desktop Layout

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[Header]

[Hero Image]

[Intro Text]

[3-Column Features]

[Footer]

Mobile Layout

[Collapsed Header]

[Stacked Hero]

[Vertical Menu]

[Single-Column Content]

[Footer]

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Review

Successes

- Achieved responsive design
- Effective task division
- Interactive elements working

Challenges

- Image optimization
- Form functionality

Future Improvements

- Video integration
- Backend connectivity