

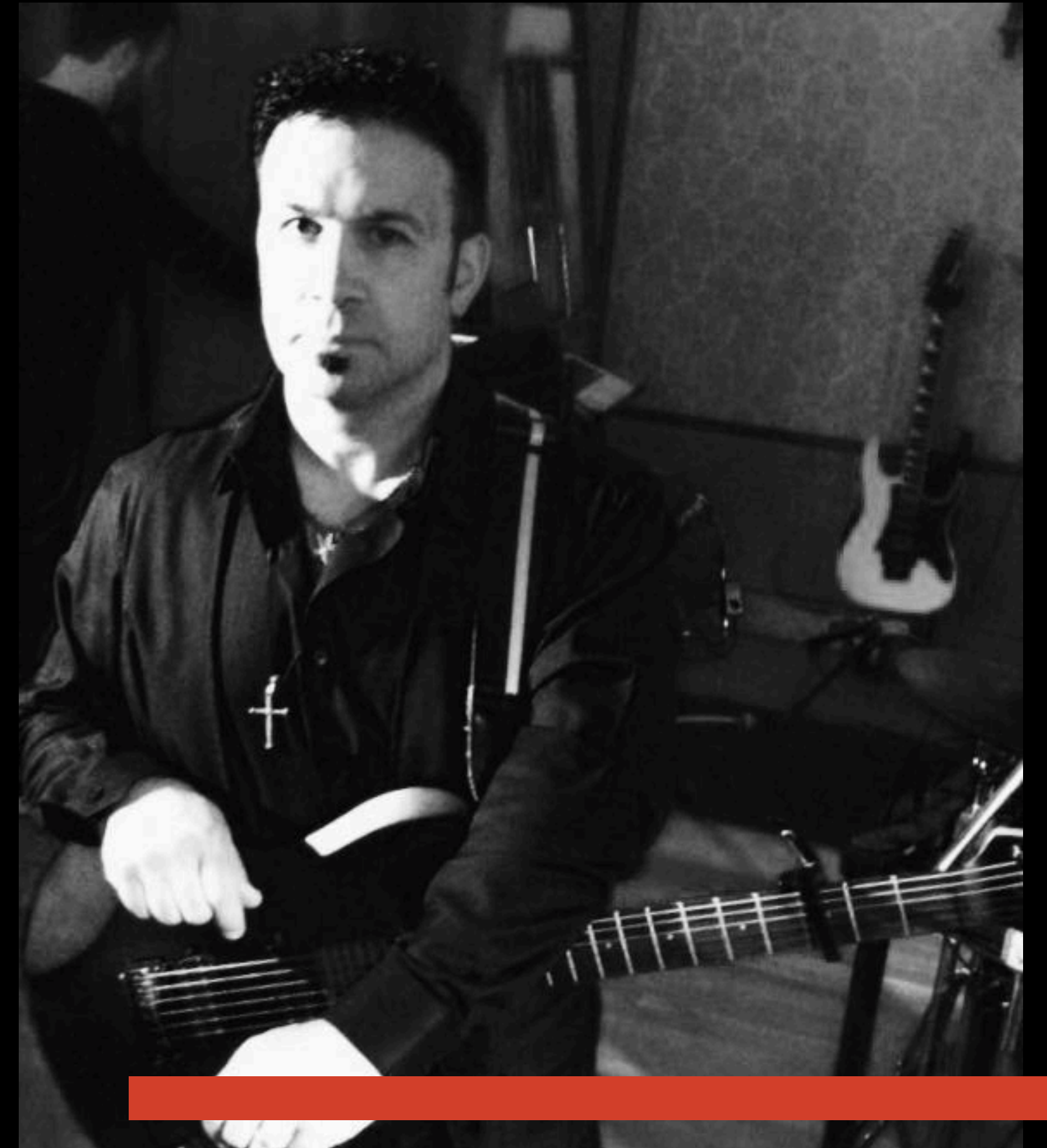
Gary Leighton's Website

Heidi Scammon | Web Design 1

CLIENT

Gary Leighton is a guitar teacher in my hometown of Dover, NH. He teaches kids and adults guitar from around the NH seacoast area and has a summer program called Rock Right Academy.

Gary wanted a website that would increase the interest in his classes and summer program. He also wanted to show these interested people that he is qualified, an active musician, and that his students love his classes.



AUDIENCE

Kids in elementary school through high school who are interested in pursuing music through lessons. And adults who may have always wanted to learn to play guitar or are trying to get better at a hobby.



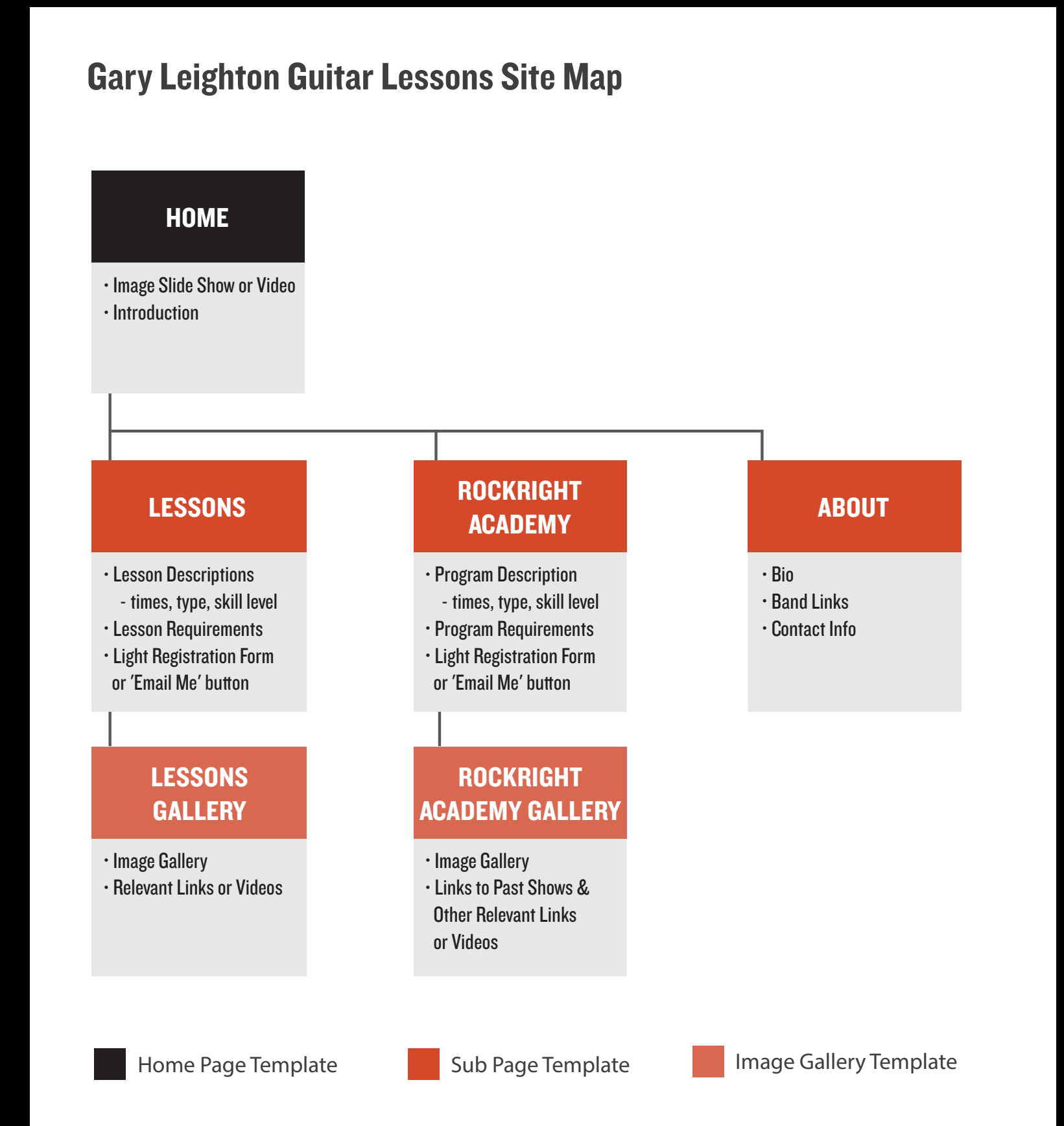
SCENARIOS

- **Scenario one**- a parent looking for an after school program or summer program for their child.
- **Scenario two**- a high schooler looking for local lessons to learn the guitar or to improve their skills.
- **Scenario three**- an adult looking for lessons to learn the guitar or to improve their skills.

SOLUTION

Gary's website needed to have three different sections; A Lessons Page, A RockRight Academy Page, and an About Page.

- **Lessons Page**- includes lessons offered and descriptions
- **RockRight Academy Page**- includes RockRight Academy lessons offered and descriptions
- **About Page**- includes Gary's Bio and links to his bands



GARY LEIGHTON
GUITAR LESSONS

LESSONSROCKRIGHT ACADEMYABOUT

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Guitar Lessons with Gary Leighton
At Ralphs House of Tone in Dover, NH

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Email Gary About Lessons

CONTACT

Gary Leighton
1(603)000-0000
raytone@comcast.net

LOCATION

Ralphs House of Tone
99 Oak St
Dover, NH 03820

GARY LEIGHTON
GUITAR LESSONS

LESSONSROCKRIGHT ACADEMYABOUT

Lessons

4th-12th Graders

Guitar

Grade School
Beginner, Intermediate, Advanced
Requirements: acoustic guitar and picks
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30 Minutes
Monday-Friday anytime from 3pm to 6pm

Bass Guitar

Grade School
Beginner, Intermediate, Advanced
Requirements: bass guitar and picks
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
30 Minutes
Monday-Friday anytime from 3pm to 6pm

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Adults

Guitar

Adult
Beginner, Intermediate, Advanced
Requirements: acoustic guitar and picks
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
30 Minutes
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Bass Guitar

Adult
Beginner, Intermediate, Advanced
Requirements: bass guitar and picks
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Gary and a student learning Bass Guitar
Bass Guitar Lesson, 2016

Lesson Links

Guitar Lesson with Gary
http://hadhfajskfosjd.youtube.com/hafisdhfkjsa/adthajkshfjks
Guitar Lesson with Gary
http://hadhfajskfosjd.youtube.com/hafisdhfkjsa/adthajkshfjks

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INITIAL STYLE

Header One

HEADER TWO

Header Three

Header Four

Body Text

[Link Text](#)

[Visited Link Text](#)

Subtext

Body Text Two

Caption Text

Primary Button Text

Secondary Button Text

Logo Text One
Logo Text Two

NAVIGATION TEXT

NAVIGATION TEXT ACTIVE


NAVIGATION TEXT HOVER

CONTACT Header

Context body

GARY LEIGHTON
GUITAR LESSONS

LESSONSROCKRIGHT ACADEMYABOUT



Guitar Lessons with Gary Leighton At Ralphs House of Tone in Dover, NH

With over 25 years of experience Gary brings knowledge, patience and dedication to the development of music enthusiasts of all ages. In an individual or group setting Gary will be able to help you reach your goals while making it fun. Whether you're just starting out, looking to strengthen your talent to take it to the next level, or fine tuning for your own enjoyment, you're in the right place.

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GARY LEIGHTON
GUITAR LESSONS

LESSONSROCKRIGHT ACADEMYABOUT

LESSONS

4th-12th Grade

Guitar

Tailored to your level of knowledge, Gary teaches you skills and techniques on the guitar. By choosing songs you want to play Gary helps you learn new music while also learning new skills.

Requirements: Acoustic Guitar

30 Minutes
Tuesday-Friday
Afternoons after 3pm

Bass Guitar

Tailored to your level of knowledge, Gary teaches you skills and techniques on the bass guitar. By choosing songs you want to play Gary helps you learn new music while also learning new skills.

Requirements: Bass Guitar

30 Minutes
Tuesday-Friday
Afternoons after 3pm


Ukulele

Tailored to your level of knowledge, Gary teaches you skills and techniques on the ukulele. By choosing songs you want to play Gary helps you learn new music while also learning new skills.

Requirements: Ukulele

30 Minutes
Tuesday-Friday
Afternoons after 3pm

Email Gary About Lessons



View Lessons Gallery >

Adult

Guitar

Tailored to your level of knowledge, Gary teaches you skills and techniques on the guitar. By choosing songs you want to play Gary helps you learn new music while also learning new skills.

Requirements: Acoustic Guitar

30 Minutes
Tuesday-Friday
Afternoons after 3pm

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Requirements: Bass Guitar

30 Minutes
Tuesday-Friday
Afternoons after 3pm


Ukulele

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Requirements: Ukulele

30 Minutes
Tuesday-Friday
Afternoons after 3pm

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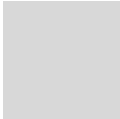
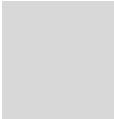



Ralphs House of Tone
99 Oak St
Dover, NH 03820

GARY LEIGHTON
GUITAR LESSONS

LESSONSROCKRIGHT ACADEMYABOUT



Gary's songwriting class
Songwriting Lesson, 2016



Lesson Links

Guitar Lesson with Gary
<http://hadhfajskfosjd.youtube.com/hafisdhfjksa/adfhajkshfjks>

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LESSONS

4th-12th Grade

Guitar

Tailored to your level of knowledge, Gary teaches you skills and techniques on the guitar. By choosing songs you want to play Gary helps you learn new music while also learning new skills.

Requirements: Acoustic Guitar

30 Minutes
Tuesday-Friday
Afternoons after 3pm

Bass Guitar

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Requirements: Bass Guitar

30 Minutes
Tuesday-Friday
Afternoons after 3pm


Ukulele

Tailored to your level of knowledge, Gary teaches you skills and techniques on the ukulele. By choosing songs you want to play Gary helps you learn new music while also learning new skills.

Requirements: Ukulele

30 Minutes
Tuesday-Friday
Afternoons after 2pm

Email Gary About Lessons



View Lessons Gallery >

Adult

Guitar

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Requirements: Acoustic Guitar

30 Minutes
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Afternoons after 3pm

Bass Guitar

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LESSONS GALLERY



Gary's songwriting class
Songwriting | wrenn, 2014



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Guitar Lesson with Gary
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FINAL STYLE

Header One

HEADER TWO

Header Three

Header Four

Body Text

Link Text Mouse Off

Link Text Mouse Over

Subtext

Body Text Two

Caption Text

Primary Button Text

Secondary Button Text >

NAVIGATION TEXT

NAVIGATION TEXT ACTIVE

NAVIGATION TEXT HOVER

CONTACT Header

Contact body

PRIMARY LOGO


GARY LEIGHTON
GUITAR
LESSONS

SECONDARY LOGO

GARY LEIGHTON
GUITAR
LESSONS

GARY LEIGHTON
GUITAR
LESSONS

LESSONSROCKRIGHT ACADEMYABOUT



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LESSONS

4th-12th Grade

Guitar

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LESSONS GALLERY



Gary's songwriting class
Songwriting Lesson, 2016



Lesson Links

Guitar Lesson with Gary

Guitar Lesson with Gary

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ROCK RIGHT ACADEMY

4th-12th Grade

Rock Band 101

The course that started it all. Form a band, play a show, change the world. Bands choose the music they want to learn and perform, with a final concert at the Dover Brick House.

Requirements: # of kids, ...

30 Minutes

One week over the Summer

Songwriting

Learn the fine art of song craft with our own hit maker, Ryan Levasseur.

Requirements: some guitar knowledge, ...

30 Minutes

Tuesday-Friday

One week over the Summer

Shreducation

Learn to play faster than a speeding bullet, well almost.

Requirements: ...

30 Minutes

Tuesday-Friday

One week over the Summer

Useful Rock Theory

An in depth look at the mystery of music theory and how it relates to Rock Guitar.

Requirements: Basic guitar knowledge

30 Minutes

Tuesday-Friday

One week over the Summer

Email Gary

Kids under 9

Little Rockers

A group beginner guitar class for kids under 9 years old. A great introduction to music and playing guitar.

Requirements: Acoustic Guitar

30 Minutes

Tuesday-Friday

One week over the Summer

Email Gary



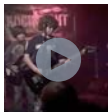
Rock Right Academy Gallery >

ROCK RIGHT ACADEMY GALLERY



Band Name at Brickhouse

Rock Right Academy, 2012



Rock Right Academy Links

[The Chronicle on Rock Right Academy, 2009](#)

[Fosters Article on Rock Right](#)

[Seacoast Article on Rock Right](#)

[Rose Cold Reaction at Rock Right Academy at the Brickhouse, 2015](#)

[The Jackson 2, Californication cover at The Brickhouse, 2014](#)

[Twisted Formula, covers Mother by Danzig at the Brickhouse, 2011](#)

GARY LEIGHTON

Guitar Teacher

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Gary holds a Bachelor of Music (performance) Degree from The University of Massachusetts-Lowell and has lifelong experience in the music industry as a teacher, performer and booking agent.

In 2005 Gary, along with Ralph Napolitano, opened Rockright Academy, a performance based rock school that specializes in group music lessons and summer rock camps.

For 20 years Gary performed throughout the Seacoast with the 80's cover band *Gazpacho*. Prior to that, and currently, he plays guitar for an original Progressive Metal Band *Divine Regale*, which he formed with a few local musicians.



Gary's Band Links

[Divine Regale](#)

[Gazpacho](#)

Email Gary

<http://hlscammon.github.io>

OVERALL TAKE AWAYS:

What I Learned

- I learned more about what its like to work with clients
- Good vs bad clients to have
- How to design while thinking about the limits and possibilities of code

What was Challenging

- Getting a good client
- Scheduling

What I'd Change

- A sign up page
- More customized slide shows

NEXT STEPS

- Google Analytics-stats
- Change Domain Name

Thank you
