



## Redesigning dance-arts.com/

About the #1 Studio in NJ

The critically acclaimed, award-winning studio is known for its artistic and athletic excellence. Many of our company members have won national titles and Overall High Score awards at various regional and international competitions, while others have danced on Broadway, at Radio City Music Hall, and have joined dance companies around the world. We provide cutting-edge classes with talented and professional choreographers and teachers to offer our students the best technique and stylistic training.

**Started: August 3, 2015**  
**Finished: August 30, 2015**

# What is dance-arts.com?

Dance-arts.com is the website for Dance Arts Academy, a dance studio in New Jersey that I was a company member of for 12 years. The goal for this website is to provide credible information about the studio regarding dance classes, performance opportunities, and other info for families looking to enroll their kids in a dance school either for fun or for professional interest.

Note: I was not partnered with DAA on this project in any way.

# The current homepage.

 **Dance Arts Academy**

Critically acclaimed, award-winning studio renowned for its artistic and athletic excellence. Offering personalized instruction for BALLET, TAP, CONTEMPORARY, POINTE, JAZZ, HIP-HOP, and LEAP&TURN, delivered in a fun, yet focused manner.

We Turn Students into Stars!



[Home](#) [About us](#) [Classes](#) [Register Now](#) [New and events](#) [Media / Video](#) [Store](#) [Contact information](#)



**Welcome to Dance Arts Academy**

The critically acclaimed, award-winning studio renowned for its artistic and athletic excellence. Offering personalized instruction for Ballet, Tap, Contemporary, Pointe, Jazz, Hip-Hop, and Leap&Turn, delivered in a fun, yet focused manner. We turn students into stars!

Our state-of-the-art facility Located in Boonton New Jersey, offers male and female student classes of all ages.

Formed in 1992 by Heather Soccio, Dance Arts Academy has watched many of its members dance on Broadway, at Radio City Music Hall, and join prestigious dance companies around the world.

Find out why Dance Arts Academy has such great success.

 Like You, Nicole Hartmann and 478 others like this.



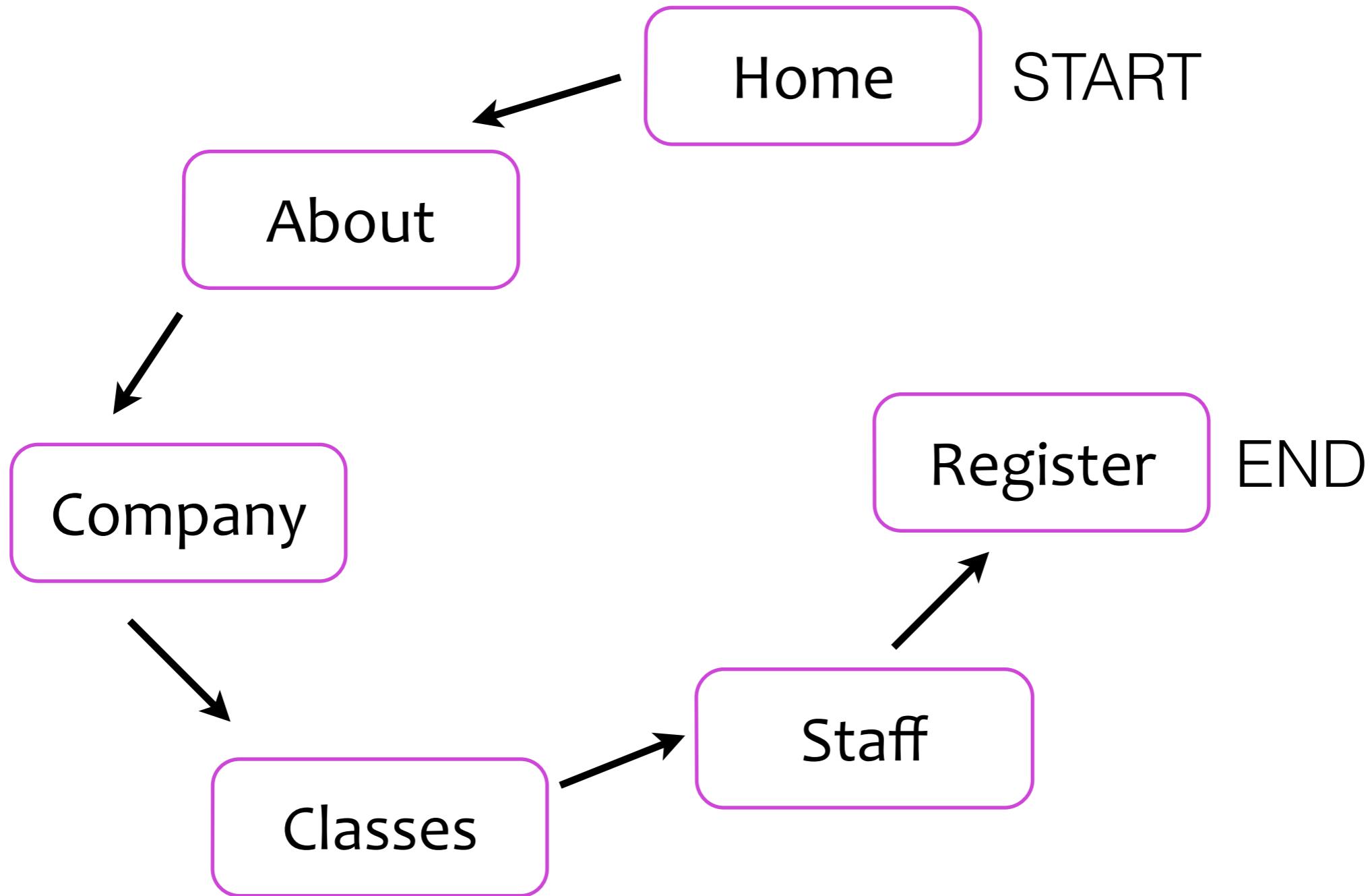
# Why the redesign?

My goal was to **minimize the action** on the page without taking away from its informational content and provide viewers with a layout that supports clean and direct navigation. In choosing a dance studio, I knew that parents, guardians, and aspiring dancers take into consideration many things (recitals, tuition, classes, training, staff, prestige, environment, etc.), and if the information is not easily understood and discoverable, users would be more likely to navigate away from the site and cross off studios as quick as possible.

So, I focused my initial brainstorming and first iteration on the site's **content layout and information flow**.

# Information Architecture

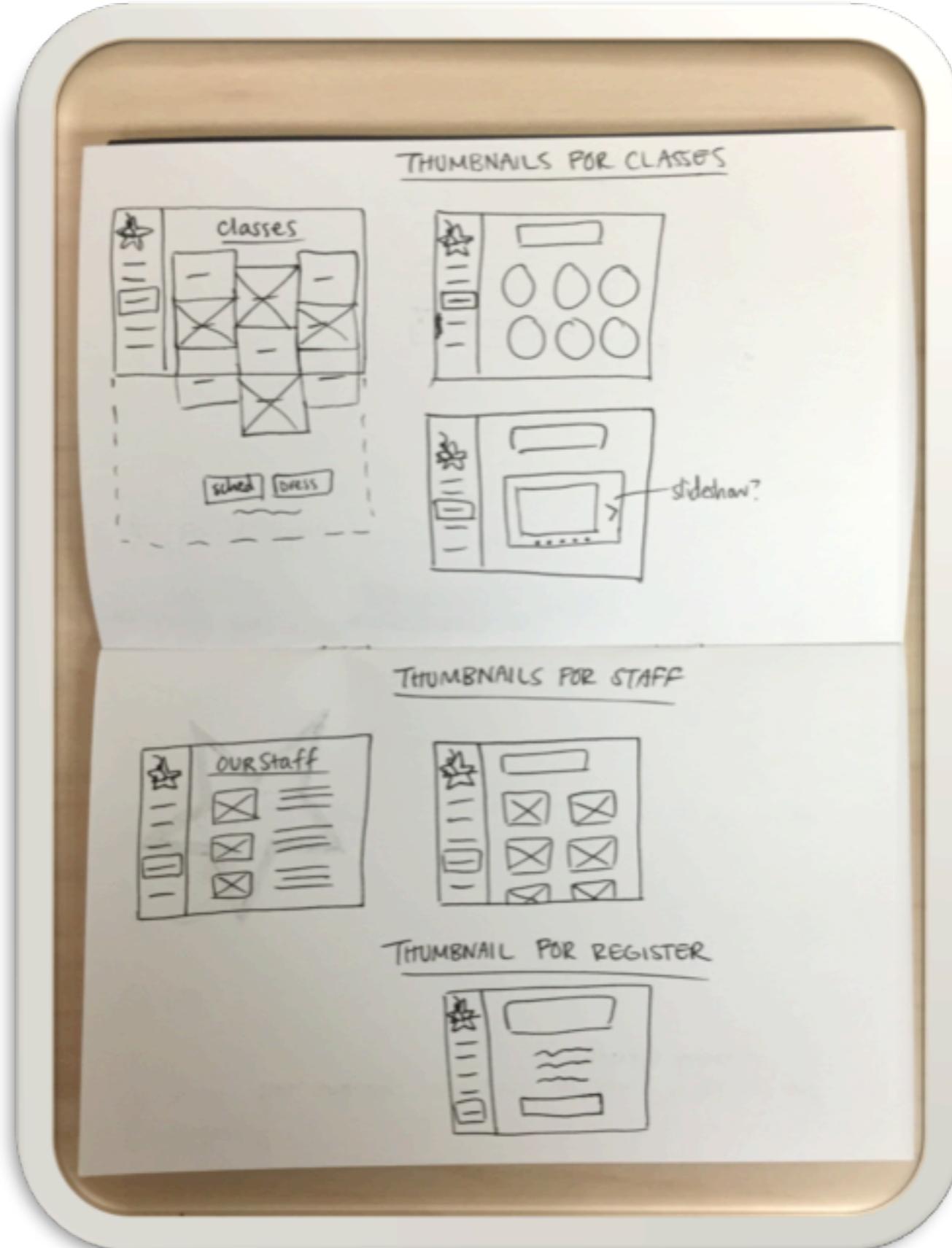
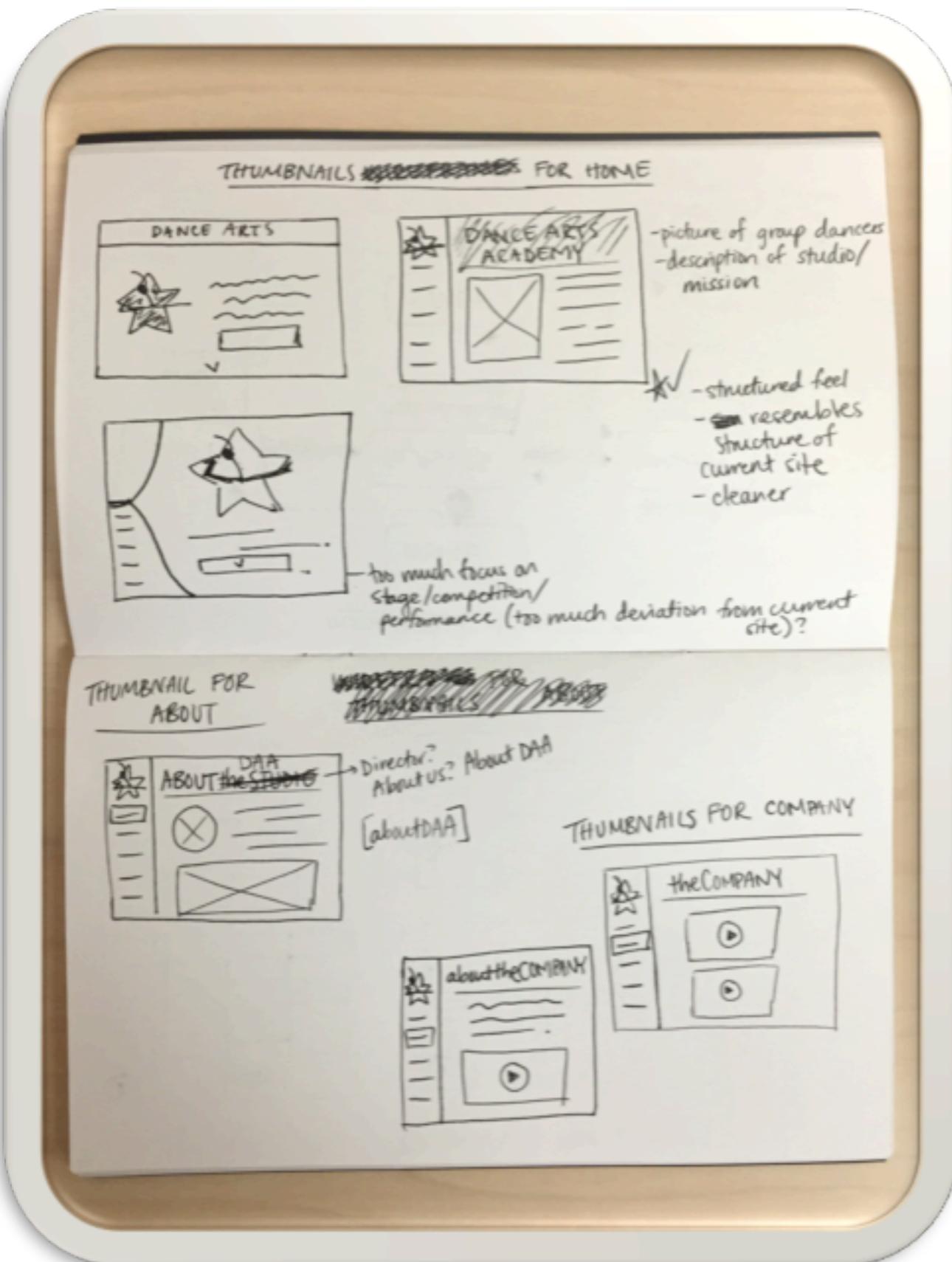
I wanted the info flow to be linear and straightforward, with as few overlapping links as possible.  
Here it is!



Removed duplicate/dead links

With a minimalistic, clean information and organization in mind, I started sketching some quick, initial thumbnails to experiment with different ways of displaying content.

# just a few



# quick samples

After some quick brainstorming sessions, I went with a thumbnail that put a simple navigation on the left, with the content on the right because it was something different and unique, and I wanted to try something new. I used the Balsamiq prototyping software to create some quick, tentative wireframes. I scratched some of my other complicated/flashy ideas and stuck with a rectangular, aligned structure to stay minimalistic and enhance professionalism.

the first iteration

When users land on the home page, they receive a brief description about the studio and an incentive to find out more about the studio.

A Web Page

http://

Dance Arts Academy

about  
company  
classes  
staff  
register

The critically acclaimed, award-winning studio renowned for its artistic and athletic excellence. Many of our company members have won national titles and Overall High Score awards, and others have danced on Broadway, at Radio City Music Hall, and joined dance companies around the world.

Find out more!

I then provide info about the studio owner on the about page.

A Web Page

http://

**Est. 1992**

Name hidden, the director and owner of DAA, holds a B.F.A. in Dance from University Name and has performed at the Garden State Arts Center, the Kennedy Center for the Performing Arts, and in England, Scotland, and Wales with the New Generation Dance Company. She's been named "Choreographer of the Year" by Dance Xplosion and Headliners and loves to share her expertise with students all over the country by guest teaching.

about

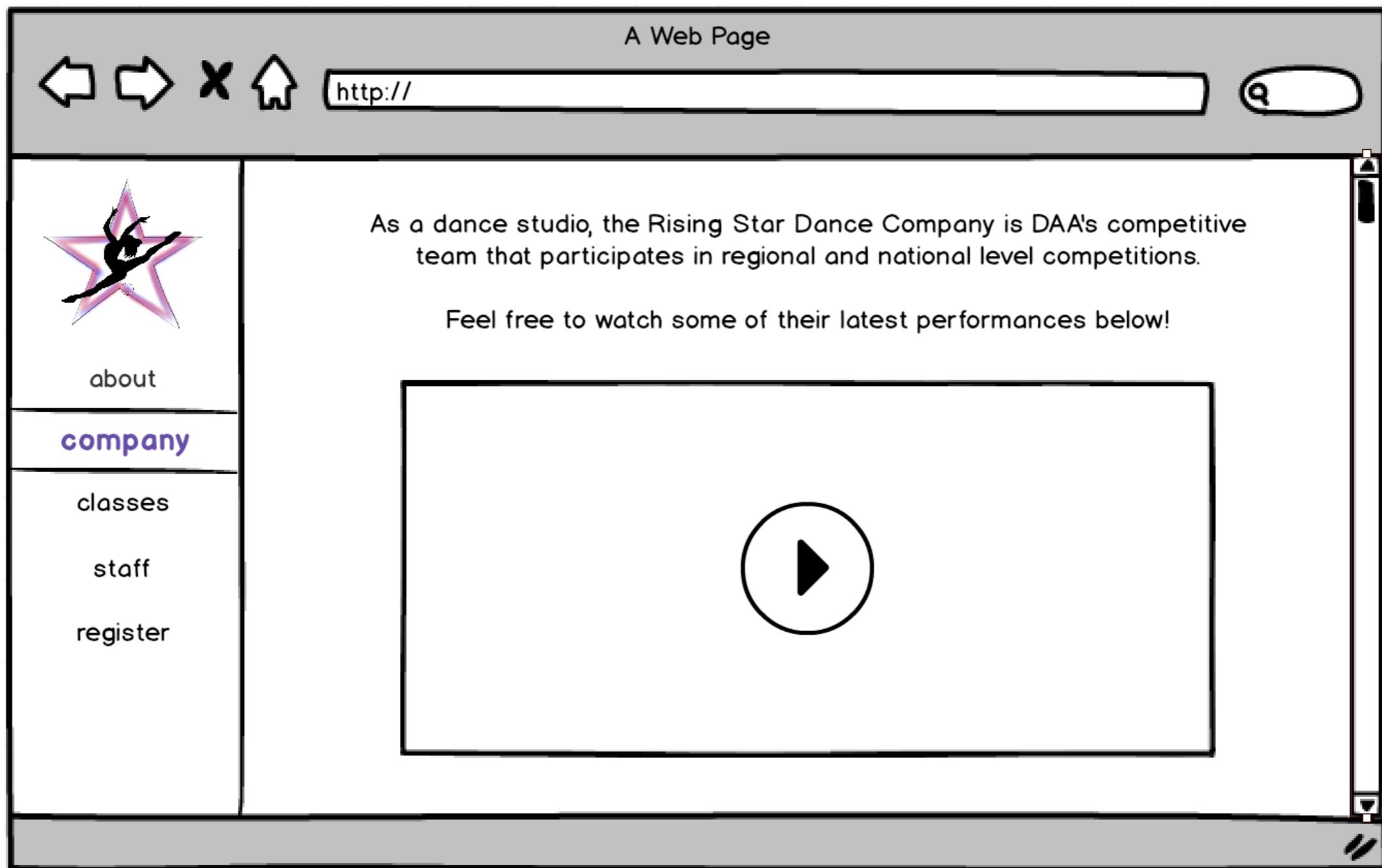
company

classes

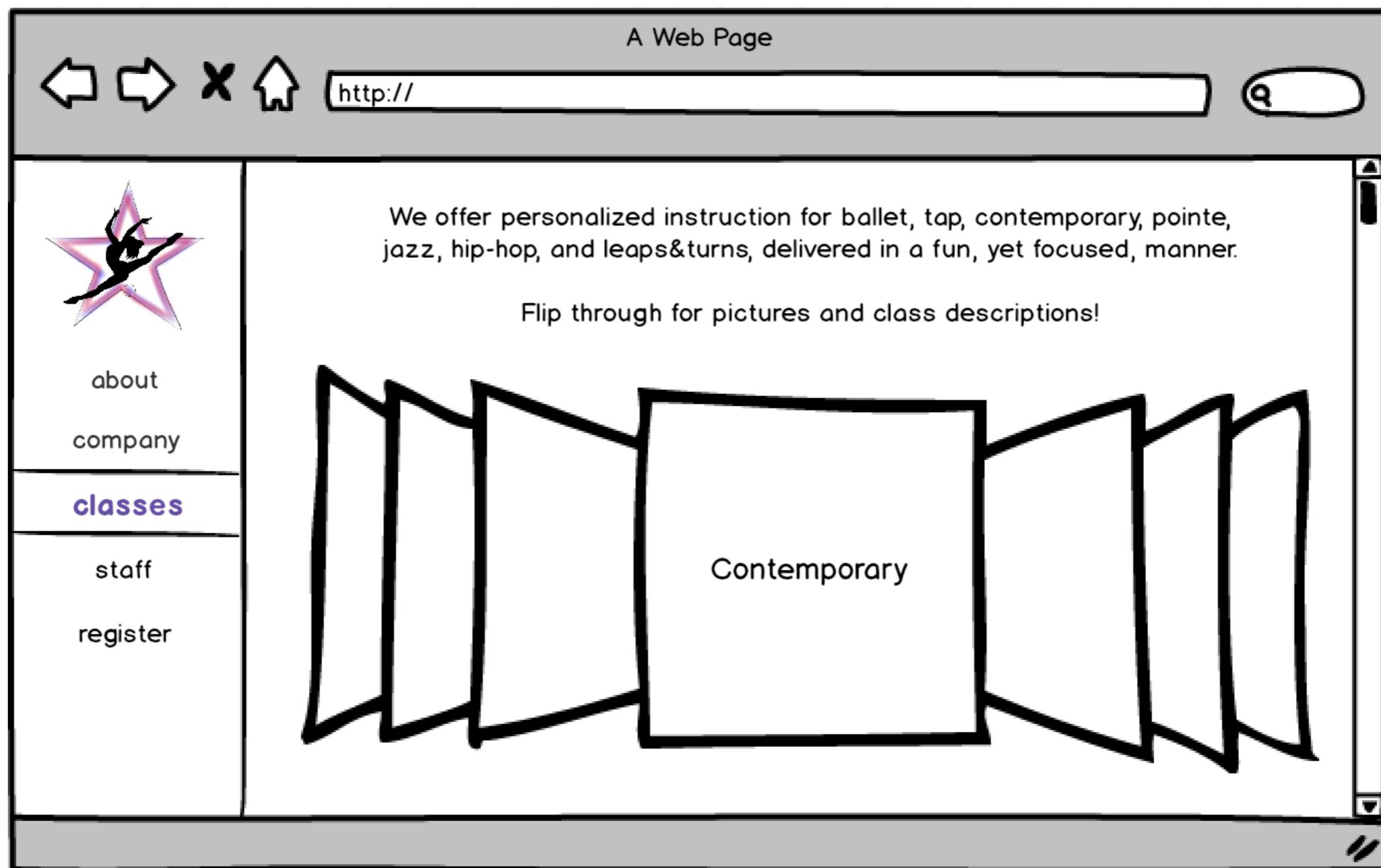
staff

register

The competitive company is a major part of this studio. Here, viewers will be able to see DAA's dancers in action. Videos speak more precisely and more quickly than words.



Class quality is the main factors in choosing one dance studio over another, so it's important that the information here is clear. Viewers here can flip through class pictures and descriptions, giving them a feel for what it is like to dance at this studio and/or take class.



The next thing that goes into consideration is the staff who teaches the classes. Following a similar rectangular sectioned layout.

A Web Page

← → ✖ ⌂ http:// 🔎

Our students receive the best training and foundations from experienced dance professionals!

Staff name hidden is highly regarded for her unique and innovative choreography. Most recently, she performed a self-choreographed solo at Baryshnikov Arts Center's Jerome Robbins Theater as an advocate for solo artistry in concert dance.

Credits: Assisting Emmy Award winning Mia Michaels; ASH Contemporary Dance Company; American Dance Artists (alongside Rasta Thomas and Travis Wall); LEON Dance Arts NY; faculty of Joffrey Ballet School's Jazz/Contemporary Summer Program

Staff name hidden was born in Montreal, Quebec. She began her dance training 28 years ago in Canada and attended the Virginia School of the Arts, Orlando Ballet, New World School of the Arts, and Florida School of the Arts, where she studied under many master instructors from Juilliard, Orlando Ballet, Miami City Ballet, Joffrey Ballet, Atlanta Ballet, and SAB. By age 22, name owned and operated the Starke Academy of Dance in Florida and she was the artistic director of Precision Dance Company

Finally, we want potential families to convert and choose our studio, so here we give people a chance to sign up for our newsletter and/or call/e-mail the studio.

A Web Page

http://

The diagram illustrates a web browser interface with a title bar 'A Web Page' and a URL bar 'http://'. Below the browser is a simulated website for 'danceartsacademy.com'. On the left, a sidebar menu includes links for 'about', 'company', 'classes', 'staff', and a prominent blue 'register' button. The main content area features a large star logo with a dancer silhouette, followed by the text 'Register now and watch your stars shine!'. A form field asks 'Enter your e-mail here: user@example.com' with a red star icon to its right. Below this, the text 'Not sure yet?' is displayed. Further down, contact information is provided: 'Shoot us an e-mail: danceartsacademy1@gmail.com', 'or call us at 973-331-1111 with questions', and 'or just come drop in and we're happy to show you around at 304 Wooton Street Boonton, New Jersey 07005.' At the bottom, the message 'See you soon!' is centered.

Register now and watch your stars shine!

Enter your e-mail here: user@example.com

Not sure yet?

Shoot us an e-mail: danceartsacademy1@gmail.com  
or call us at 973-331-1111 with questions  
or just come drop in and we're happy to show you around at  
304 Wooton Street Boonton, New Jersey 07005.

See you soon!

typography

# Post first iteration, I wanted to convey...

## Professionalism

(To convey the studio's focus on developing dance technique)

## Friendly Fun

& (To welcome anyone to come and take dance class for fun)

## The question now became:

*How might I portray the two sides of this dance studio, one being professional (focusing on developing strong technique for competition, artistry and careers), and the other being low-pressure fun (welcoming beginners of all ages just looking for an extracurricular activity)?*

I thought about how to balance out the two contrasting feels without alienating one group in favor of the other, and I settled on conveying these feelings through typography.

# Professionalism

---

- (1) Dance Arts Academy
- (2) Dance Arts Academy
- (3) Dance Arts Academy
- (4) Dance Arts Academy
- (5) **DANCE ARTS ACADEMY**
- (6) **DANCE ARTS ACADEMY**

# Friendly Fun

---

- (7) Dance Arts Academy
- (8) Dance Arts Academy
- (9) Dance Arts Academy
- (10) Dance Arts Academy
- (11) Dance Arts Academy

... were some fonts I selected to choose among

# Fonts I said “No” To

(2) Dance Arts Academy

(3) Dance Arts Academy

(4) Dance Arts Academy

- the serif fonts are traditional,  
structured, and not lively

**(5) DANCE ARTS ACADEMY**

**(6) DANCE ARTS ACADEMY**

- THIS BLOCK STYLE FITS BETTER FOR AN  
ARCHAEOLOGICAL OR ROMAN SITE

(7) Dance Arts Academy

(8) Dance Arts Academy

(9) Dance Arts Academy

- the sharp, crisp corners contrast with  
the expressiveness/creativity that is  
dance/movement/art

# Fonts I said “Maybe” To

## (1) Dance Arts Academy

- the subtly curved stroke lines give this font a quirky yet elegant twist

## (10) Dance Arts Academy

- the rounded corners softens the otherwise rigid, straight edges

## (11) Dance Arts Academy

- script-like handwriting is both approachable and creative

Font Chosen: *Dance Arts Academy*

**Font:** Hannotate SC

The cursive and script-like handwriting is both creative and expressive. Its close resemblance to the current Comic Sans MS font refines the site without changing the entire brand.

# first iteration amendments

- 1) I brought back the original top navigation bar to keep the flow of information continuous from top to bottom.
- 2) I combined the home and about page because both had similar textual content, and therefore it was unnecessary to split it up into two pages. Putting more information on the home page also allows users to absorb more information about the studio, giving the site more time to convince users to explore other links and pages.
- 3) I reordered the navigation bar links in a priority hierarchy: the highlights are “classes and staff”; the competitive company is not the main focus of the studio

... into the second iteration



http://



# Dance Arts Academy

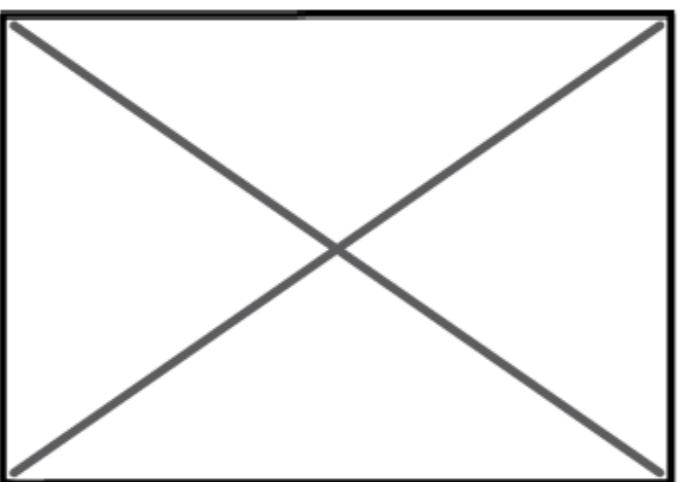
[about](#)

[classes](#)

[staff](#)

[company](#)

[register](#)

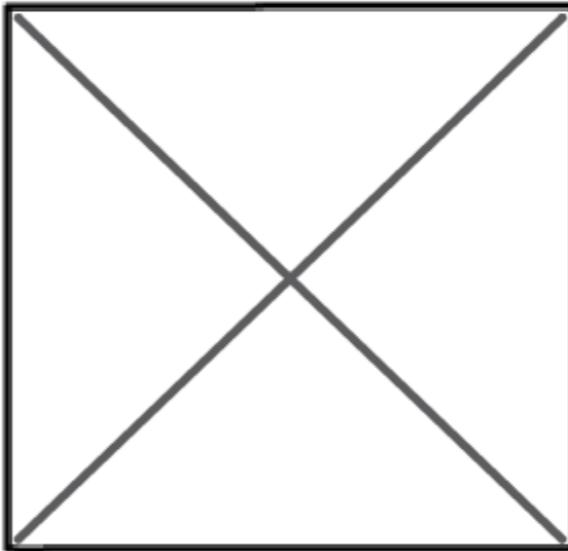


## About the Studio

The critically acclaimed, award-winning studio renowned for its artistic and athletic excellence. Many of our company members have won national titles and Overall High Score awards, and others have danced on Broadway, at Radio City Music Hall, and joined dance companies around the world.

## About the Owner

Name hidden founded DAA in 1992 and holds a B.F.A. in Dance from University Name. She has performed at the Garden State Arts Center, the Kennedy Center for the Performing Arts, and in England, Scotland, and Wales with the New Generation Dance Company. She's been named "Choreographer of the Year" by Dance Xplosion and Headliners and loves to share her expertise with students all over the country.



A Web Page

← → X ↗ http:// ↗

 Dance Arts Academy

about      classes      staff      company      register

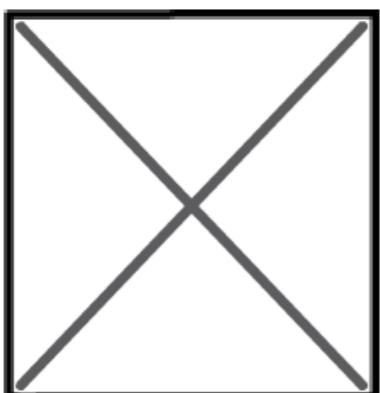
We offer personalized instruction for ballet, tap, contemporary, pointe, jazz, hip-hop, and leaps&turns, delivered in a fun, yet focused, manner.

Contemporary

A Web Page

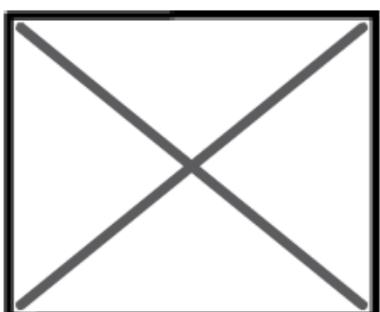


# Dance Arts Academy

[about](#)[classes](#)[staff](#)[company](#)[register](#)

Staff name hidden is highly regarded for her unique and innovative choreography. Most recently, she performed a self-choreographed solo at Baryshnikov Arts Center's Jerome Robbins Theater as an advocate for solo artistry in concert dance.

Credits: Assisting Emmy Award winning Mia Michaels; ASH Contemporary Dance Company; American Dance Artists (alongside Rasta Thomas and Travis Wall); LEON Dance Arts NY; faculty of Joffrey Ballet School's Jazz/Contemporary Summer Program



Staff name hidden was born in Montreal, Quebec. She began her dance training 28 years ago in Canada and attended the Virginia School of the Arts, Orlando Ballet, New World School of the Arts, and Florida School of the Arts, where she studied under many master instructors from Juilliard, Orlando Ballet, Miami City Ballet, Joffrey Ballet, Atlanta Ballet, and SAB. By age 22, name owned and operated the Starke Academy of Dance in Florida and she was the artistic director of Precision Dance Company. Name also



# Dance Arts Academy

[about](#)[classes](#)[staff](#)[company](#)[register](#)

As a dance studio, the Rising Star Dance Company is DAA's competitive team that participates in regional and national level competitions.



A Web Page

← → X ↗ http:// ↗

 Dance Arts Academy

about    classes    staff    company    register

Register now and watch your stars shine!

Enter your e-mail here: user@example.com

★

OR...e-mail us at [danceartsacademy1@gmail.com](mailto:danceartsacademy1@gmail.com),  
call us at 973-331-1111, or just come drop in!  
We're happy to show you around at  
304 Wooton Street Boonton, New Jersey 07005.

See you soon!

≡

the final mockup of home

[about](#)[classes](#)[staff](#)[company](#)[register](#)

## About the #1 Studio in NJ

The critically acclaimed, award-winning studio renowned for its artistic and athletic excellence. Many of our company members have won national titles and Overall High Score awards at various regional and national competitions, while others have danced on Broadway, at Radio City Music Hall, and have joined dance companies around the world. We provide cutting-edge classes with talented and professional choreographers and teachers to offer our students the best technique and stylistic training.



In the end, I stayed close to the original page layout, making minor tweaks to iconography, typography, images, and color palettes.

(Below the cut out picture of the final mockup would be the “about the director” section as shown in the second iteration wireframe.)