



## 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. This website should provide credible information about the studio, its dance classes, its performance opportunities, and other information for families looking to enroll their kids in a dance school for fun or for professional interest.

Note: This was an individually carried out website redesign project.

# 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!

[e](#) [t](#) [f](#) [YouTube](#)

[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.

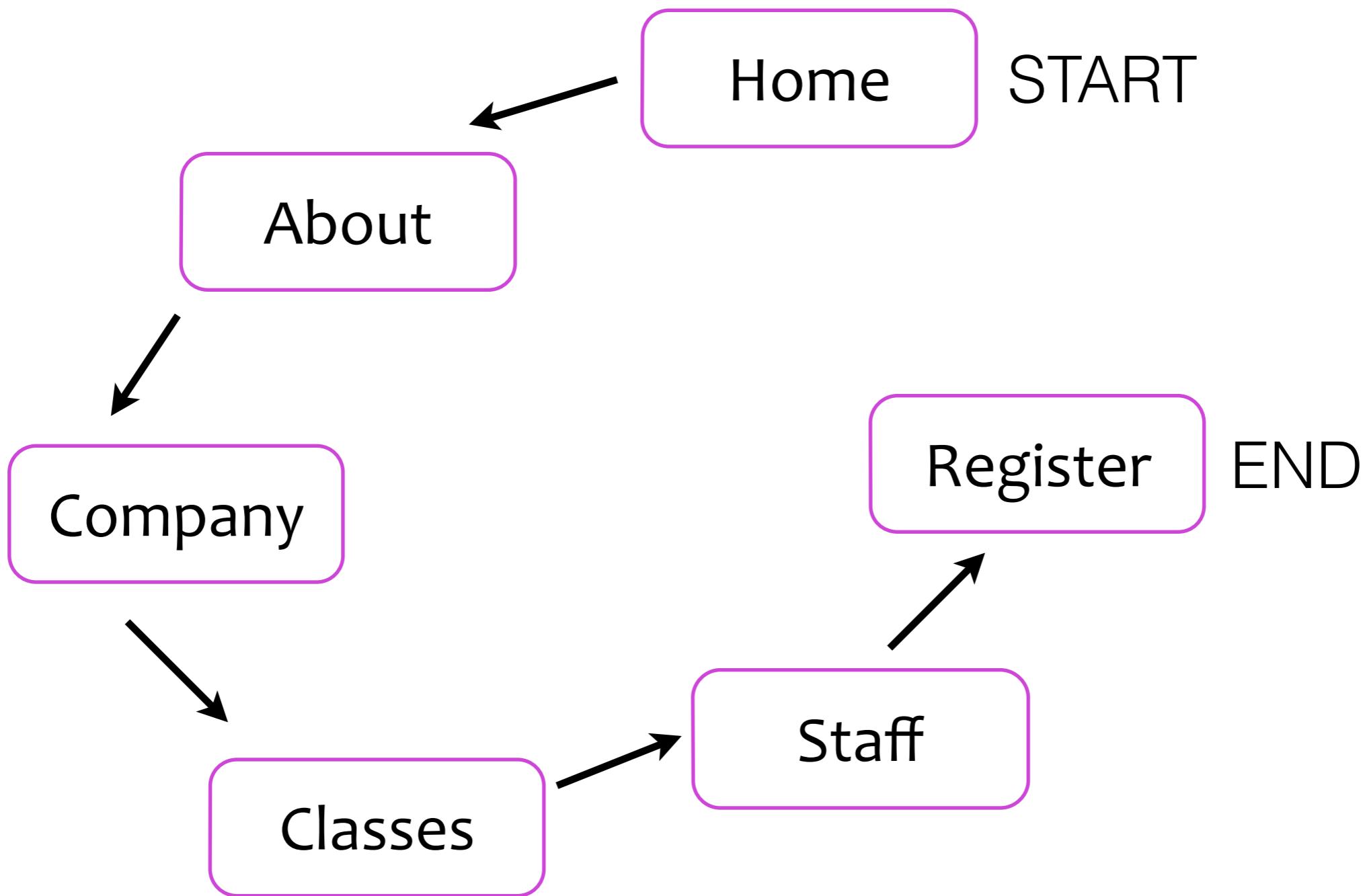
[Home](#) [About us](#) [Classes](#) [Register Now](#) [New and events](#) [Media / Video](#) [Store](#) [Contact information](#)

# Why the redesign?

I wanted to **minimize the action** on the page without taking away from its informational content. To do this, I'd have to create a layout that is structured and easy to navigate. 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 or discoverable, users are more likely to navigate away from the site in search of another studio.

# Information Architecture

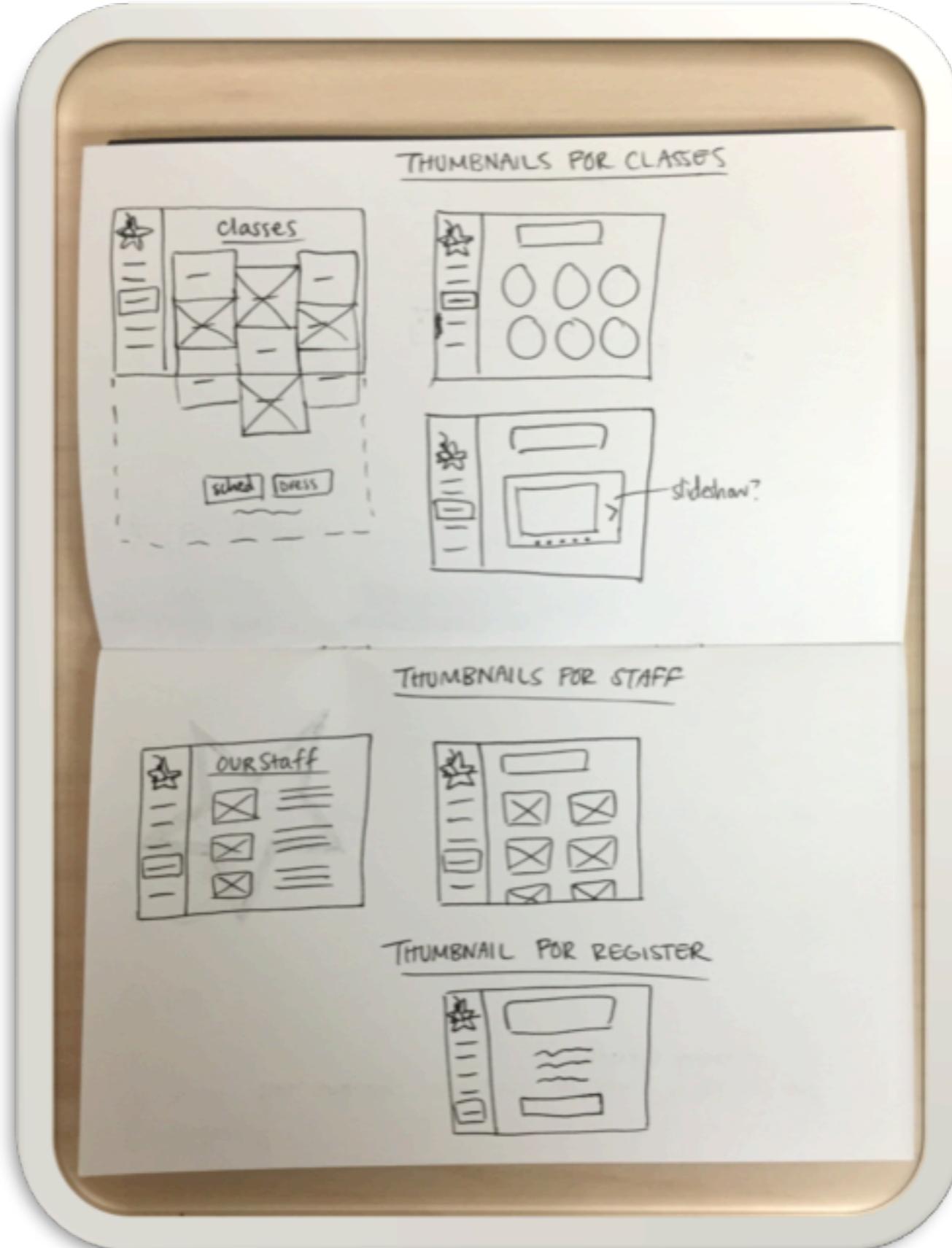
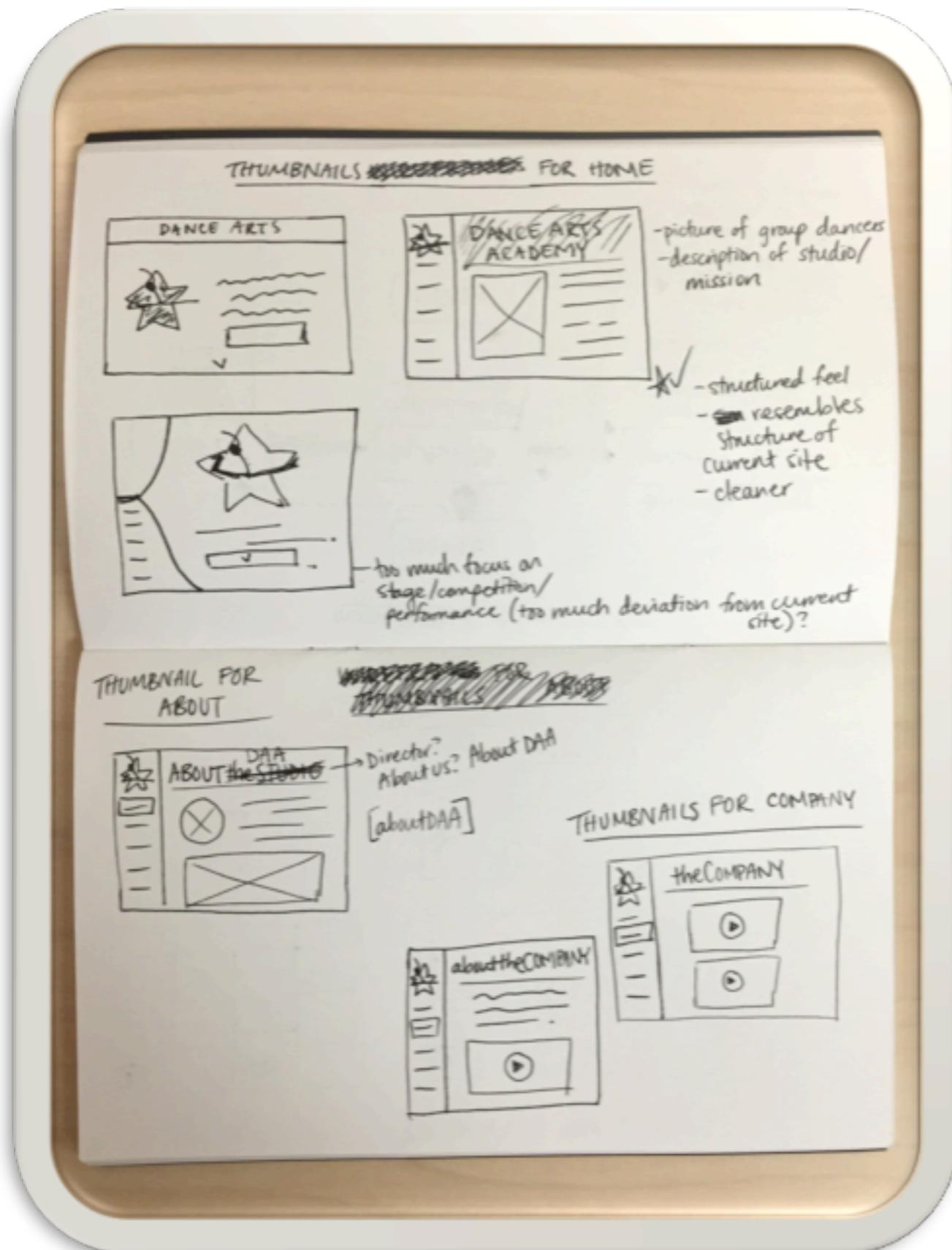
I kept the navigation flow linear so that one thing logically leads to the next.



Removed duplicate/dead links

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

# just a few



# quick samples

For my first iteration, I put the navigation on the left to separate it from the content on the right to emphasize the information associated with each link. I also added more white space between the text and images to make the information more readable and highlight the call-to-action items (register page). With the Balsamiq prototyping software, I created some tentative wireframes.

the first iteration

The home page.

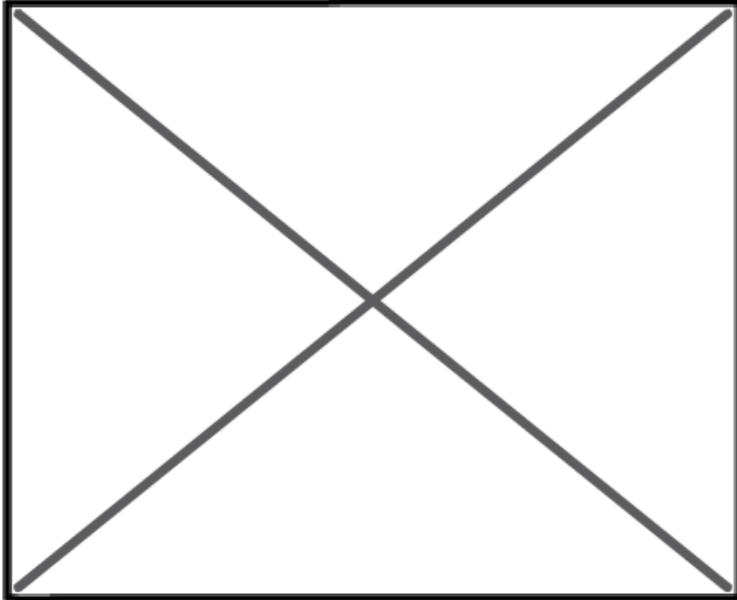
A Web Page

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# Dance Arts Academy



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!

# The about page.

A Web Page

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**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.

# The company page.

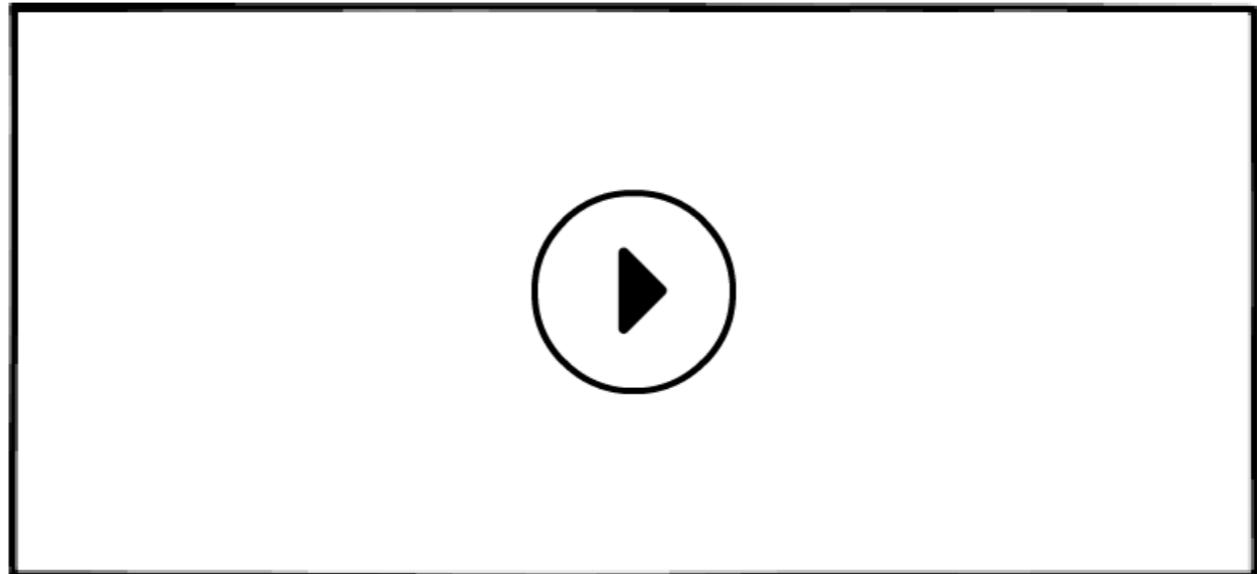
A Web Page

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

Feel free to watch some of their latest performances below!



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# The classes page.

A Web Page

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

Flip through for pictures and class descriptions!

Contemporary

# The staff page.

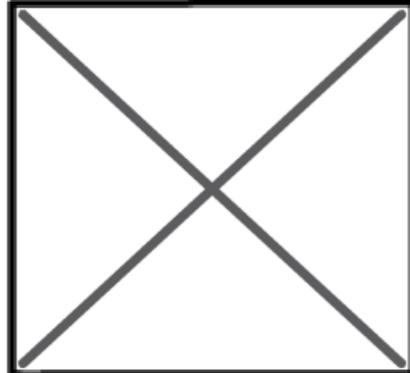
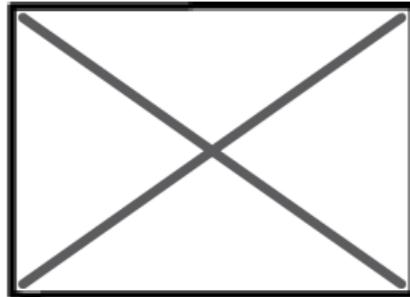
A Web Page

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

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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

The register page.

A Web Page

← → X ⌂ http:// ↗



about  
company  
classes  
staff  
**register**

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!

Before I went through my second iteration, I wanted to determine what message and image I wanted the site to convey about Dance Arts Academy, so I experimented with typography.

# Find a Typography that Captures...

*Professionalism*

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

&

*Friendly Fun*

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

# Professionalism

---

- (1) Dance Arts Academy
- (2) Dance Arts Academy
- (3) Dance Arts Academy
- (4) Dance Arts Academy

# Friendly Fun

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- (5) Dance Arts Academy
- (6) Dance Arts Academy
- (7) Dance Arts Academy
- (8) Dance Arts Academy
- (9) 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

**Reason:** These Roman-style serif fonts were too outdated and structured for the creative atmosphere of the studio.

- (5) Dance Arts Academy
- (6) Dance Arts Academy
- (7) Dance Arts Academy

**Reason:** The crisp and defined corners and angles 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

## (8) Dance Arts Academy

- the rounded corners softens the otherwise rigid, straight edges

## (9) Dance Arts Academy

- script-like handwriting is both approachable and creative

Font Chosen: *Dance Arts Academy*

**Font:** Hannotate SC

The cursive handwriting is both expressive and elegant. Its close resemblance to the current Comic Sans MS font refines the site without changing the feel of the existing 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

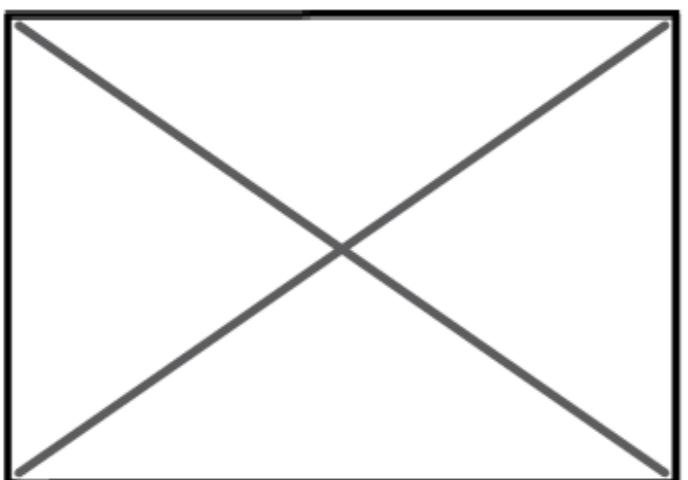
[about](#)

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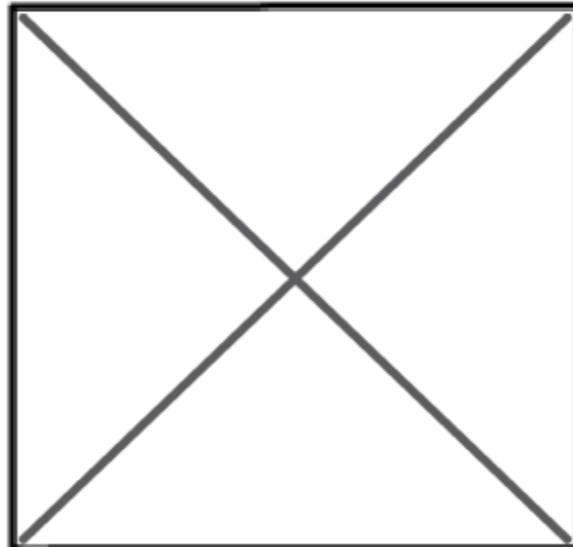


## About the Studio

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

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 Dance Arts Academy

about      classes      staff      company      register

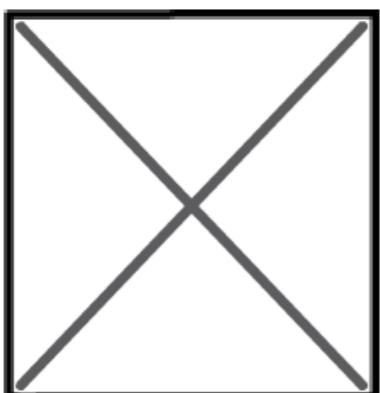
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Contemporary

A Web Page

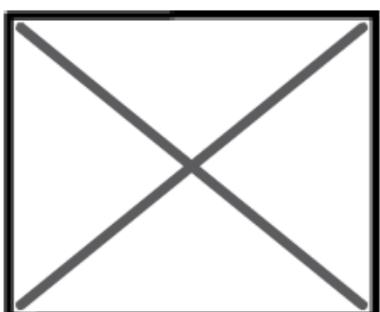


# Dance Arts Academy

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http://



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A Web Page

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 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

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