Design Process for Urban Styles

(the major decisions)

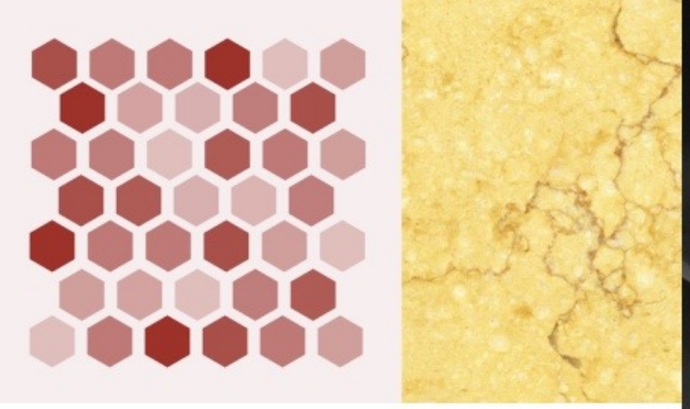
URBAN styles

We are a student-run group of sassy, trained dancers ranging from ballet, to hip-hop, to the competition scene. We're just a bunch of peeps who love to dance and want to share that with everyone.

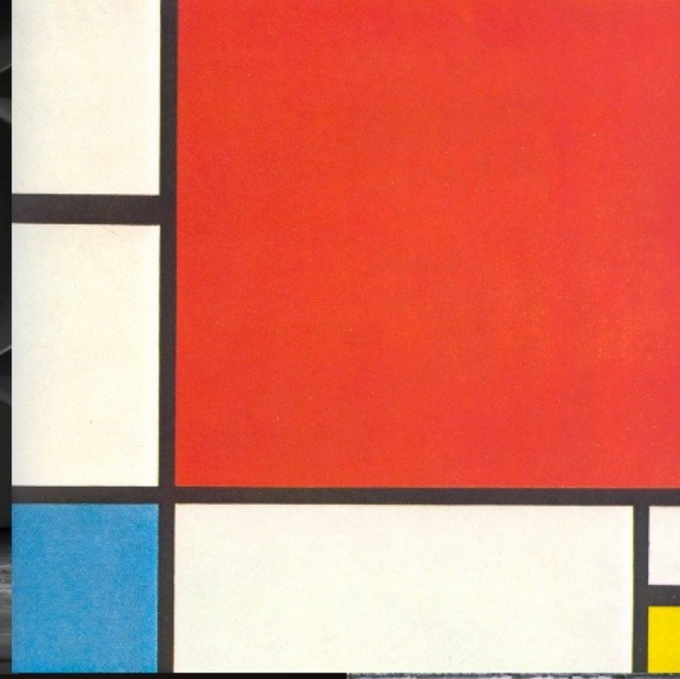
contemporary dance group

initial inspirations

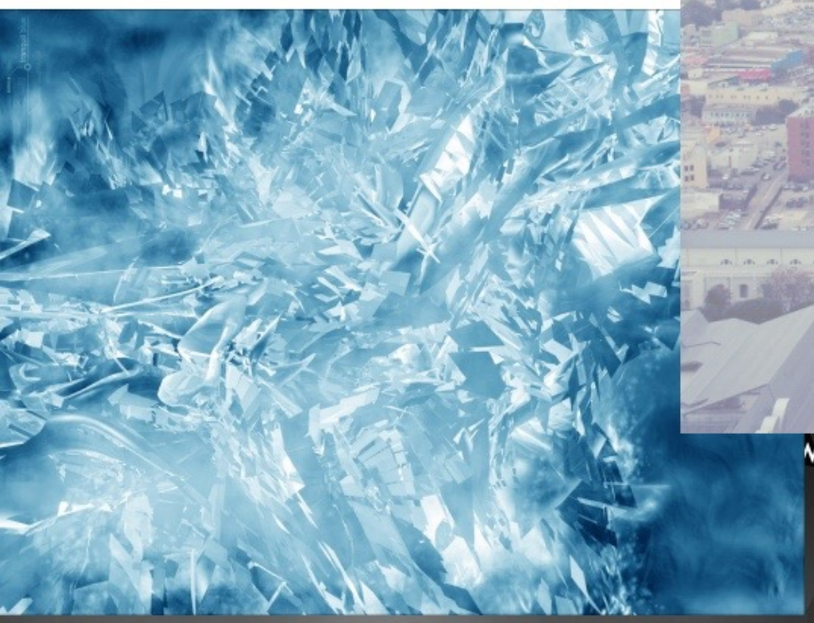
Some mood boards I created for idea generation.

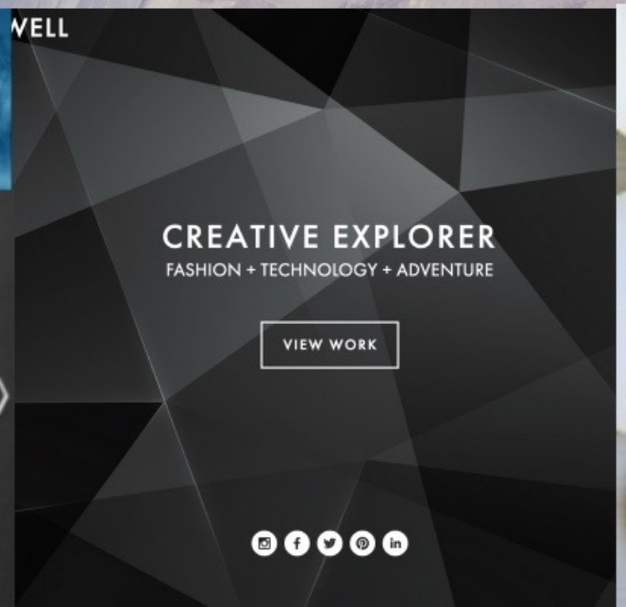


JUST
DANCE



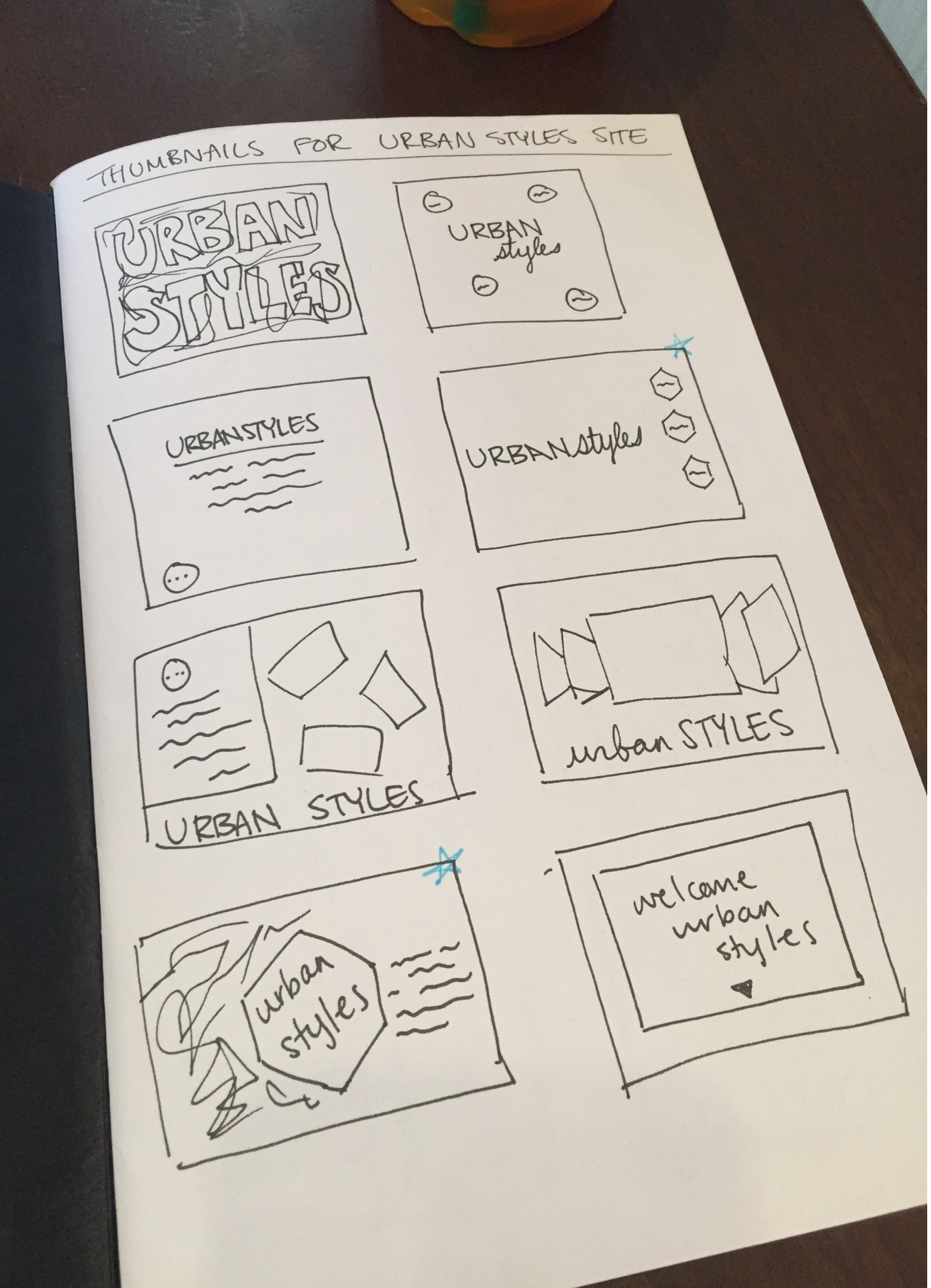
SoCAL
STREET
STYLE
O.C. | L.A. | S.D.




WELL
CREATIVE EXPLORER
FASHION + TECHNOLOGY + ADVENTURE
VIEW WORK

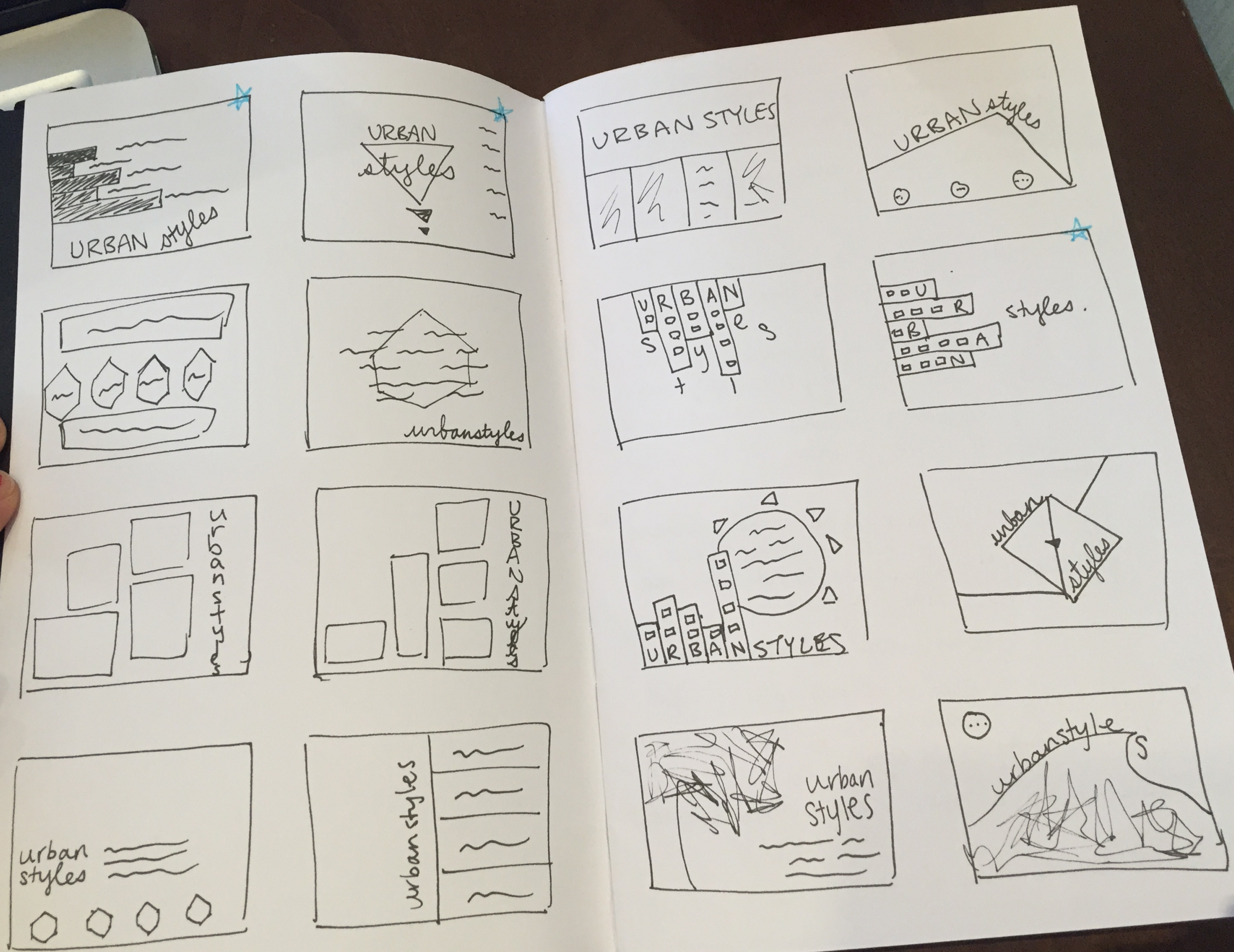
FUCK THE SUBURBS

URBAN CITY
PRODUCTIONS



thumbnails

Jotting down ideas for a possible landing page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the first iteration

Experiment with element positioning, text, and links

Triangle design animates from landing page to next

Mix of professionalism and fun

URBAN
styles
est. 2000
ENTER

URBAN

styles

est. 2000

WHO

We are a student-run contemporary and jazz dance group that consists of technically trained dancers from the competition scene, to the ballet world, to hip-hop, to contemporary. We all love to dance and want to share that passion with everyone.

WHAT

We're also kind of sassy and weird.

HOW

MEET US

Member name

Member name

Member name

We are a student-run contemporary and jazz dance group that consists of technically trained dancers from the competition scene, ballet, hip-hop to contemporary. shared passion for dance.

We're

US

WHO

WHAT

HOW

styles

est. 2008

the second iteration

No more triangle design because it looked like a logo
(misleading because we don't have a logo)

Revised layout to even out the balance

Used a more consistent color palette

Experimentation with typography

URBAN
styles
dance company
welcome

URBAN styles

We are a student-run contemporary and jazz dance group consisting of technically trained dancers from the competition scene, to ballet, to hip-hop. We're just a bunch of peeps who love to dance and want to share that passion with everyone.

We're also pretty sassy and weird.

MEET US

URBAN styles

We host a dance show every Quarter to showcase our original choreography created throughout the year. Various other Stanford performance groups share the stage with us for a night, and the show gives us a chance to truly express our creativity and serves as a testament to all of the hard work, heart, and soul we've put into the group over the year.

It's pretty dang awesome.

WATCH US

URBAN styles

Auditions are in the beginning of fall.
Look out for flyers and announcements on our

FACEBOOK

For more info/questions, contact current co-directors:
Julie (jni221@stanford.edu) and
Amber (amberq@stanford.edu).

Site designed by Julie Ni.

Typography Choice

A rigid, sharp-angled font to represent technique and strength.

A curvy, script-like font to emulate artistry and style.

contenders

the final iteration

Revising typography to create a professional yet fun feel

Kept the layout of elements in other pages consistent

Improved the flow of text on landing page

Minimalist and smooth feel

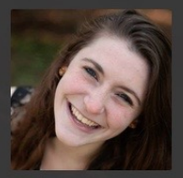
URBAN
styles
dance company
welcome
Site designed by Julie Ni.

URBAN styles

We are a student-run contemporary dance group with varied training from ballet, to hip-hop, to gymnastics, etc. We just love to dance and want to share that with everyone!

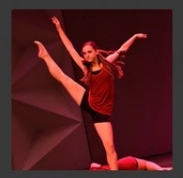
MEET US

Site designed by Julie Ni.



CO-DIRECTOR

Dru Brenner '17



CO-DIRECTOR

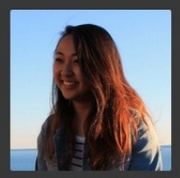
Jaclyn Marcatili '16

FINANCIAL OFFICER

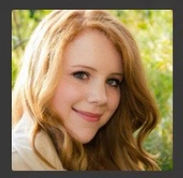
Amelia Chen '16

SOCIAL CHAIR

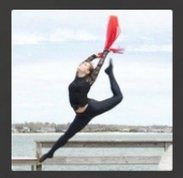
Jackie Botts '16



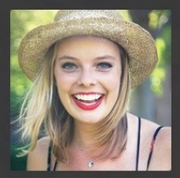
Julie Ni '16



Kelly Parker '16



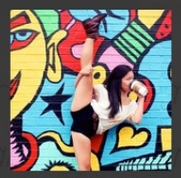
Heather Glenny '16



Leigh Kinney '16

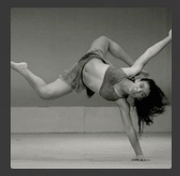
Chloe Koseff '16

Kira Minehart '16



Erika Nguyen '17

Jordan Huelskamp '17

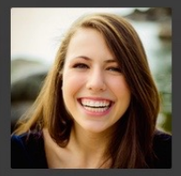


Alida Ratteray '18

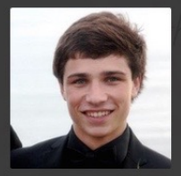
Mark Ibañez '18

Kelsey Pian '17

Courtney Urbancsik '18



Dalia Szafer '18



Chris Lucas '18

Olivia Hummer '17

Aria Rodli '18

urbanstyles.stanford.edu

to see the rest!