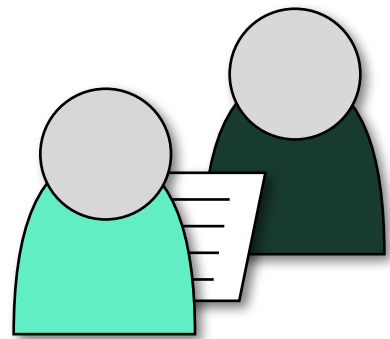


We developed created a lasting partnership with the Baltimore dance company.

Projects include web design, social media strategy, and research analysis.



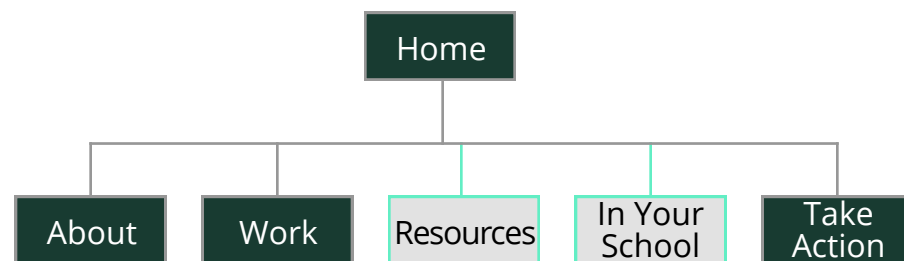
Web Redesign



Stakeholder Interview

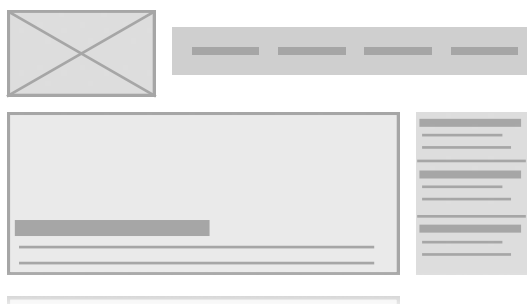
We discussed Guardian's brand, culture, goals, and defined three key users.

1. Fans looking for more information about us.
2. Groups looking to hire us for future shows.
3. Other dancers looking to join us.



Information Architecture

We agreed on a simple site structure based on existing content. Plans for content expansion shown [like this](#).



Wireframing

We created wireframes and a clickable prototype to demonstrate functionality.

Social Media

Guardian's social media presence started out with only an internal Facebook group used to share videos between members.

To reach their audience better, we agreed on these platforms:



(still pending)

Messaging

1. Keep it brief.
2. Be positive. We aim to inspire younger generations to dance.
3. Make it (almost) hip. We should relate to the children, showing that we care about them.

Sample Content



“Guardian raising up b-babies!”

Research Analysis

Goal

Analyze research data about the dance program's successes with youth development in preparation for a brochure for prospective schools.

Resources

School climate survey

Stakeholder interviews (youth program coordinators, director)

Current Status

Data has been collected, and is being analyzed. Check back soon for more information, including a link to the final brochure.

Estimated time of completion: December 2016.