



WEB DEVELOPMENT DESIGN BRIEF  
FOR THE DANCE STUDIO  
“STUDIO 613”



Assignment 03 - Design Brief

Dec 3, 2018


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## **Table of Contents:**

Discovery Phase.....	<b>1</b>
Demographic.....	<b>2</b>
Competition Analysis.....	<b>3-5</b>
Look and Feel Description.....	<b>6</b>
Branding Page.....	<b>7</b>
Navigation Flow Chart.....	<b>8</b>
Prototypes.....	<b>9-10</b>
Gantt Project Timeline.....	<b>11</b>





## **Discovery Phase:**

**Who: Business - ages 18 and up**

**Workshop - ages 5 and up**

**What: Dance workshops**

**Studio rentals**

**Where: Ottawa, Downtown**

**When: Website launch - January 26, 2019**

**Dance studio opening – February 26, 2019**

**Why: Studio launch is scheduled on February 26 as an experimental day for advertising and to get the people in the know.**





## **Demographic:**

### **Intended Audience**

**Primary Audience: -Beginner level**

**-Intermediate level**

**-Advanced level**

**Secondary Audience: -Teachers**

**-Coaches**

**What they have in common:** The primary audience/clients are willing to learn in a specific style of dance. For the secondary clients is the coaches whose open in learning as well as the students. They're here to teach not just dance, but dance etiquettes as well.

**Age: Students - Ages 5 and up**

**Coaches - Ages 18 to 35**

**Language:** The website will be on an English and French language mainly it is in Ottawa, Canada.

**Accessibility:** The website will be optimized for people who are colorblind.



# Competition Analysis #1

**Name: Movement Lifestyle**

**Address: 11105 Weddington St, North Hollywood, CA 91601, USA**

**Colors: White, Black, Brown**

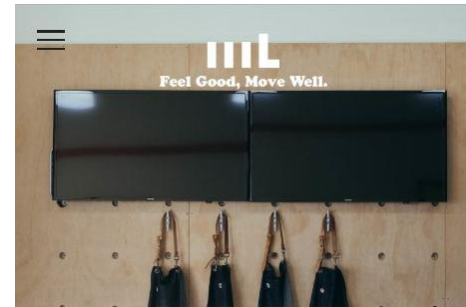
**Navigators: Navigation bar is on the middle of the website. Items include Schedule, Rates, Merch store, Privacy Policy, and Social Media.**

**Layout: Every panel on the website is placed well and everything is easy to look at.**

**Content: They have proper images on every panel. The font style is easy on the eyes.**

**Imagery: They chose high quality images and the tones of the images complement each other.**

**Conclusion: The whole website is easier to navigate. It is very informative.**



We strive to elevate our artist community by providing a positive environment within the urban youth culture - promoting the growth of dance and creativity throughout the world.

The classes provide an education from a top-tier instructor in the global dance industry and community! Geared towards advanced/professional level dancers & usually focused on challenging choreography, train to understand and embody the etiquette, focus and skill it requires to become a successful dancer in and out of the studio.

The mL Studio is a home where community lives. We hope dancers find this studio a place they can identify with and depend on for quality teaching/training. Come learn in a warm and friendly environment! Make mL Studio the foundation from which you can grow in your journey of becoming a professional dancer or choreographer.

## Competition Analysis #2

**Name: Flava Factory**

**Address: 1076 Wellington Street West, Ottawa, ON K1Y 2Y3**

**Colors: Black, Gray, and White**

**Navigators: This website has the nav bar on the right side making the image very easy to see. The items on the nav bar consists of Homepage, Schedule, Programs, Sign-up, and Social media widgets.**

**Layout: The first panel is informative even if it is consisting of images. The rest of panels are placed properly.**

**Imagery: The images chosen for the website has vibrant colors and they are high quality images as well.**

**Conclusion: The whole website is very easy to navigate because the panel placement and it is interesting to see the whole website because of the images.**



### WHO WE ARE

The only dance studio in Ottawa, dedicated to preserving and promoting the urban dance styles in a safe, positive, and creative environment while following the true teachings of Hip Hop Culture; Peace, Love, Unity, and Having Fun!

### ABOUT US

We are the only dance studio in Ottawa dedicated to teaching and promoting the urban dance styles of Popping, Breaking, House, Locking, Hip Hop, Vogue, Waacking, and Dancehall. Our goals are to provide the best dance education to our students, promote a healthy and positive atmosphere for creative expression, and raise the level and quality of street dancing in the Capital City!

[READ MORE](#)

## Competition Analysis #3

**Name:** Elite Dance Academy Inc.

**Address:** Phenix City, AL 36870

**Color:** The developers of this site use black as the main color. Red color is the second primary color, and white for texts.

**Navigators:** Navigation under the logo. Items- about us, classes, policies, dazzlin' dolls, register online, dance supplies, calendar, gallery, contact us.

**Layout:** 2 big images and the 2 texts, 6 column layout.

**Content:** Most of the font color is white, the text is under the images or on the right of the page.

**Imagery:** Imagery is represented with pictures; these pictures can show more information about this website.

**Conclusions:** Having navigation makes the website less confusing and makes it easier to look for all the necessary information faster and easier. Having digital media content such as photo, these photos will give you a better understanding of this web.





## **Look and Feel:**


**Our focus is to design a website that will be straightforward, easy to navigate, and easy on the eyes therefore we need to be clear yet simple.**

**We will use white background with a black font color with a green color accent. For our headers, we used serif and for the paragraphs we used sans-serif so reading a paragraph will be easy.**

**Our layout design will have the first panel as an "About Us" page with imagery on it so that the audiences who will view the website will immediately know**

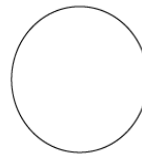
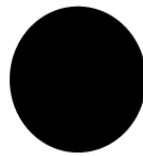
**what kind of service they would expect to get. The second panel will have imagery as highlight for the audience to see what kind of experience they're going to get. For our navigation bar, we placed it under the website's logo instead of a hamburger menu in order to show properly some high-quality photos and it will be easier for the clients to navigate through the homepage without having a hard time searching for something on the homepage.**

**Representation of photos will have complimentary images, so it would be satisfying to look at website. It will also represent what kind of experience they're getting for the events and workshops.**





# Branding Page



Heading 1  
Gravity Regular// 24pt

Heading 2  
Gravity Regular// 21pt

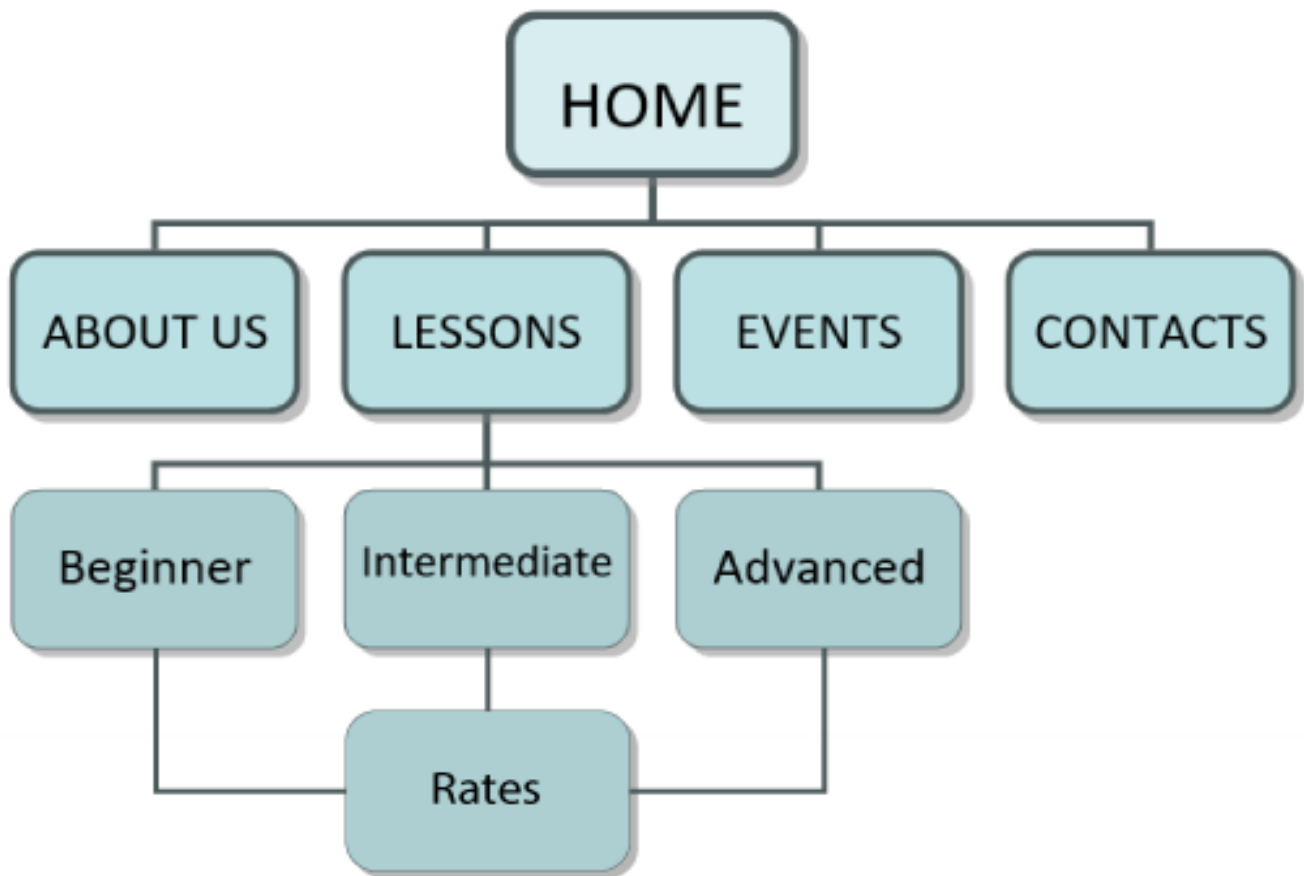
Heading 3  
Gravity Regular// 18pt

**HEADING 1  
ALL THE WAY TO THE SUN REGULAR// 24PT**

**HEADING  
ALL THE WAY TO THE SUN REGULAR// 21PT**

**HEADING 3  
ALL THE WAY TO THE SUN REGULAR// 18PT**

## Navigation Flowchart



**Prototype**

**Charvel Galacio**



**ABOUT US**



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**LESSONS**

**EVENTS**

**CONTACT US**

Prototype

Jiaqi Zhang



## ABOUT US



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## LESSONS

## EVENTS

## CONTACT US

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# Studio 613 Gantt Timeline

Bespoke Customs

Project Start:

Display Week:

