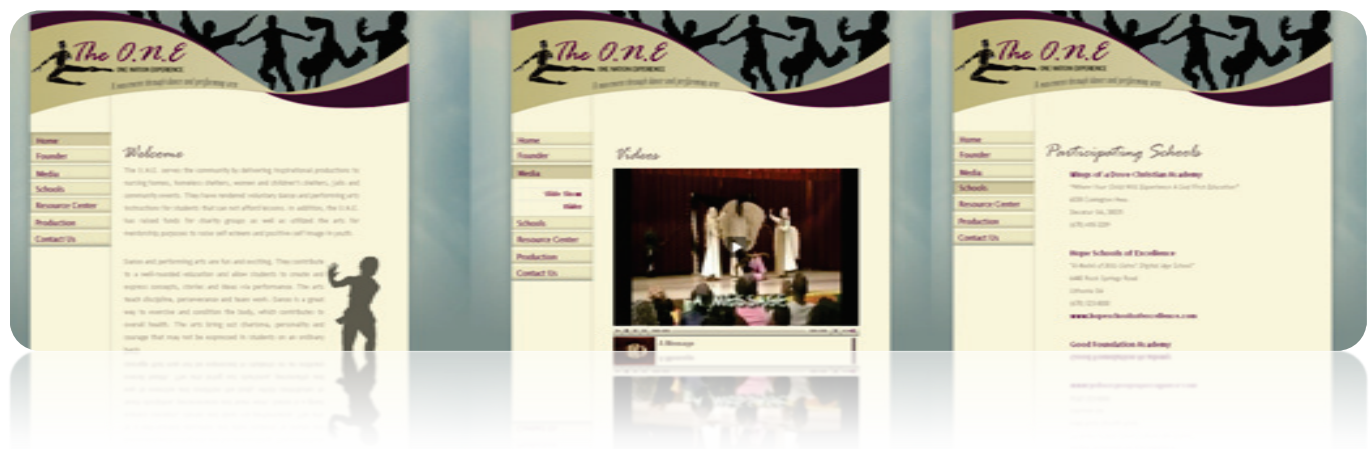


THE O.N.E. DANCE & PERFORMING ARTS





INTRODUCTION

The O.N.E. (One Nation Experience) is a movement through dance and performing arts that seek to bring all peoples together in unity under God to fulfill His purpose. The O.N.E. aims to encourage, enlighten, empower, uplift and liberate viewers of its productions. This movement travels to various schools, churches and community venues around the city of Atlanta training students ages 3 to adult in dance and performing arts. Classes offered are ballet, hip-hop, African dance, liturgical, mime, drama, modeling and more.

The O.N.E. serves the community by delivering inspirational productions to nursing homes, homeless shelters, women and children's shelters, jails and community events. They have rendered voluntary dance and performing arts instructions for students that cannot afford lessons. In addition, the O.N.E. has raised funds for charity groups as well as utilized the arts for mentorship purposes to raise self esteem and positive self image.

OVERALL CHALLENGES

- I ran into a major challenge editing video from an already compressed DVD and rendering to a reasonable size for the web. This caused the video display to be very small.
- Finding software that could rip the DVD to an AVI file.
- Completion of tasks required in a timely manner within the expected time frame of the proposed deliverables

DESIGN PROCESS

The O.N.E. had a specific look and feel they wanted for their professional branding. The client wanted a purple color scheme and the many images on the home page. The original design meets the client requirements but didn't give a feel of what the company was about without reading the copy.

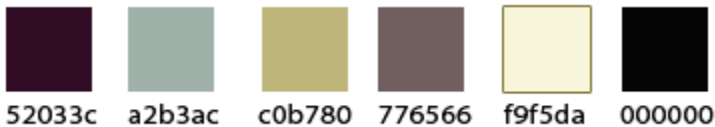
For the redesign I still kept the purple color scheme the client requested, but I added visual elements of dancing silhouettes and used a flowing organic shape to add movement to the design. This gave a better sense of branding for dance and performing arts.

TECHNOLOGY USED

XHTML, CSS

Adobe Photoshop, Illustrator, Premiere, Flash

COLORS



TYPOGRAPHY

Rage Italic
Lucida Sans Unicode

LOGO RECREATION

The original logo was sent to me as a jpeg, which could not be resized without losing quality. I recreated the logo into a digital format, so that the logo can be used at any size and still keep its quality.

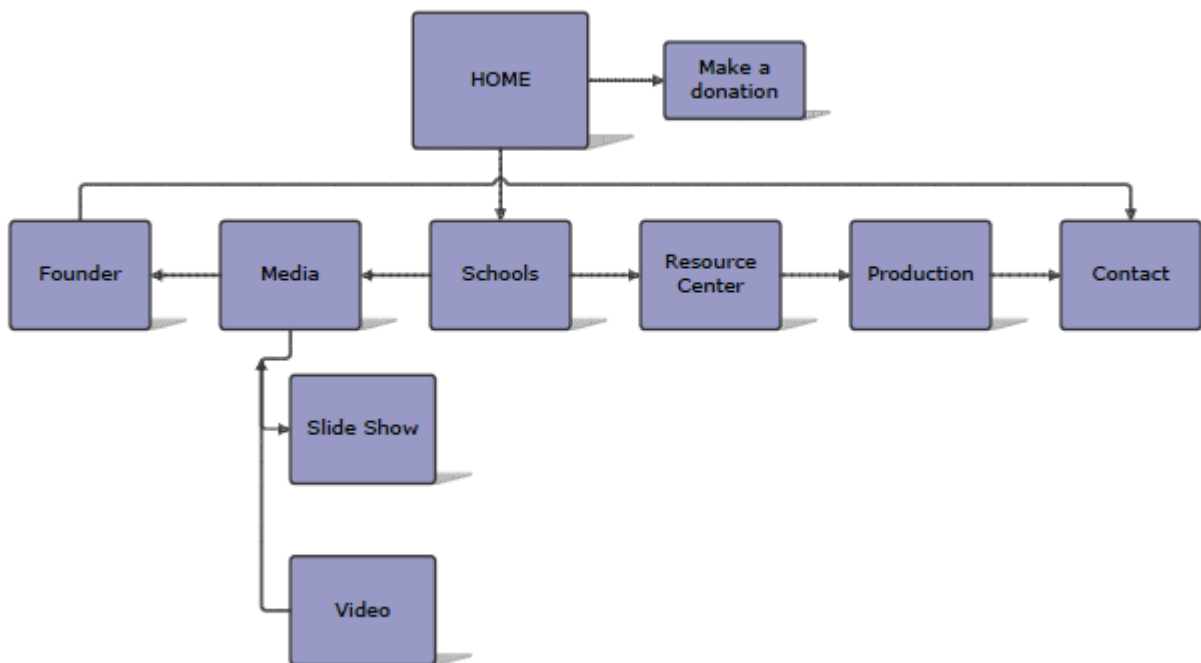
Original



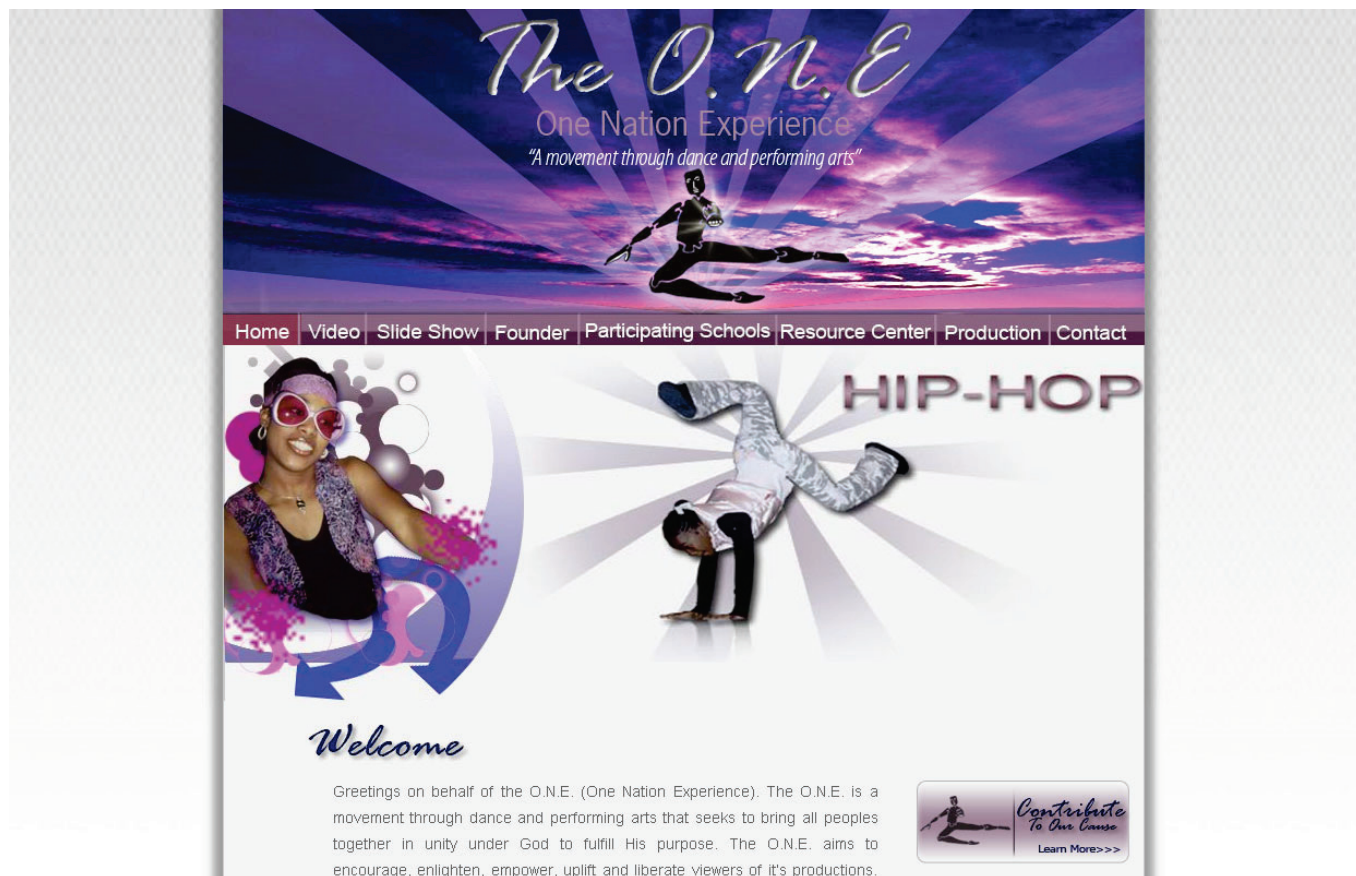
Recreation



SITE MAP



VISUAL INTERFACE: ORIGINAL



VISUAL INTERFACE: REDESIGN

