

Creative Brief

Gillian Fink
11/7/2018

Project Title: American Tap Dance Foundation Website

1. Project overview

The goal of this website is to detail the history of the American Tap Dance Foundation while also demonstrating the current role it plays in the world of tap dance.

2. Resources

The Wikipedia page (https://en.wikipedia.org/wiki/American_Tap_Dance_Foundation) is informative and relatively succinct. It shouldn't be too difficult to navigate through the information given.

ATDF's real website: <http://atdf.org/>

- Additional information can be found here in the case that more context is needed.
- There are also tons of photos and videos available here. They can be found throughout the website, but there is also a "Photos" tab at the top that links to ATDF's flickr. The flickr is organized by event, so albums from Tap City or Rhythm in Motion can be easily found.

3. Audience

I'm hoping that people across varying demographics would be able to seamlessly navigate this site and understand what ATDF is based on the content given and the way it's organized. I would also like this site to feel appropriate for both tap dancers and non-tap dancers alike, so these would be two main groups to have in mind while building it.

4. Message

I would like this site to inform people about ATDF, while making sure to recognize the important figures who started it and helped bring it to where it is today.

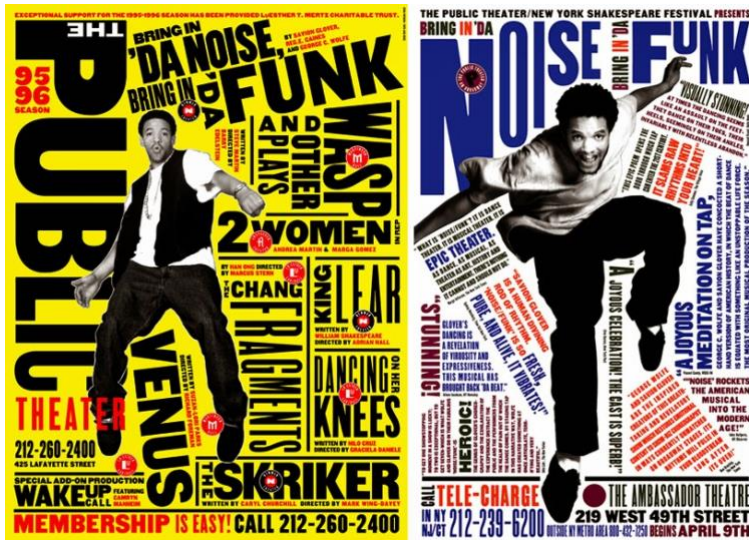
5. Tone

The tone should be both historic, exciting, and musical. I want to convey the growth the organization has had, and potentially engage a viewer enough to want to check out ATDF events and performances for themselves.

6. Visual Style

Tap dance, especially at ATDF, is very closely linked to jazz music. I think of all the great ways the rhythmic nature of jazz music and tap dance have been portrayed through design in the past (see below). The bold, vibrant, rhythmic quality of these designs would be well suited for a site about ATDF and tap dance. I would caution on the side of legibility more so than these posters do, however.

Paula Scher – Bring in ‘da Noise Bring in ‘da Funk Posters



Niklaus Troxler – Jazz Posters

