## **Notes from Mock-up Review**

Creative Director: Gillian Fink Designer/Developer: Gabi Restrepo

- headers bolder- bigger, condensed typeface to mimic the ADFT logo
- cut down some info? to have to read less
- treat each section like a separate page
- separate pages
- column width shorter to help with reading experience
- images can be a little bigger
- color of section titles to match navigation tabs
- rather than full ATDF logo, a vector image of a tap as a symbol in navigation bar for home page could work nicely. (you could trace this and make it white)



- no source tab
  - footer with all that info instead
- for home screen panning images from flickr, smaller ATDF logo or no logo at all
- Large image at top, navigation at bottom
  - Once you click on a page, navigation relocates at the top
- Add 'education' page. Content:
  - ATDF youth programs, for children and teens, teach students about America's own indigenous art form – Tap. Our distinguished faculty shares their knowledge of the artistry and history of tap with each student in a fun, safe and supportive environment.
  - O What makes our classes different?

The ATDF classes offer children and teens a chance to become immersed in tap culture. Classes focus on the fundamentals of rhythm tap, including clean technique, classic and contemporary tap repertory, and improvisation skills. Tap history, films, jazz music, and special guests deepen students' appreciation of this great American art form.

## Tap City Youth Ensemble

These groups are the resident youth performing companies of the American Tap Dance Foundation. These dynamic and talented dancers focus on learning classic and contemporary choreography with professional choreographers, and working with master teachers and musicians in the field today. The ensembles perform in a range of New York area venues including formal concerts, educational school shows, free public events, and television, and have been featured in articles in Dance Teacher Magazine, Dance Spirit Magazine and Time Out New York Kids and appeared on television on NY 1 and Nickelodeon's METV, and the Macy's Thanksgiving Parade on NBC. (might cut this down)