

PROFESSIONAL CULTURAL WEBSITE DANCE



www.koreandance.net

Project Role

Design Manager
(through the Dance Umbrella of Ontario hired to manage professional dance organizations in the province)

Website Design

Evoke Design Solutions

Project Objectives

The website re-design objectives included invoking awareness and promoting cultural and contemporary Korean dance and music throughout Canada for both native-born Koreans, as well as for all other Canadians in order to enrich our culture and sense of community and diversity. Evoke designed a website that identifies the Korean Dance Studies Society of Canada (KDSSC) as a world-class organization with high quality work, and provides historical information, current news, and event details to reinforce KDSSC's stance as an organization that creates exciting and accessible contemporary work rooted in tradition.

Target Audience

The website is directed towards Canadians; current supporters; students of the professional school and the families of those students; those who are curious about the Korean culture; professional dancers; and the general public.

Concept

Evoke's design positioning was to present the KDSSC as a more artistic version of the Smithsonian Institute deeply rooted in culture and tradition. Evoke focused on driving the content and imagery at the forefront, while the navigation and site structure and organization became secondary. The art direction took the approach of a clean, contemporary, focused, artistic, and timeless design showcasing traditional and cultural elements of Korean cultural dance and work by the KDSSC.



- HISTORY
- ABOUT US
- PERFORMANCES
- SOORYU FESTIVAL
- UPCOMING EVENTS
- PAST PERFORMANCES
- CLASSES
- PHOTOS & VIDEOS
- LINKS



SooRyu, which means flowing water, is the highlight of the KDSSC's performance year.

The SooRyu Festival started as an annual event in 2003 and is now biennial since 2006, alternating with the Mi Young Kim Dance Company's biennial Mi Young Kim Dance Company Performance (started in 2007).

Learn more about our dancers

[VIEW OUR DANCERS >](#)

The mandate of SooRyu is to offer a stage for the highly artistic dance performance of both established dancers and emerging artists of diverse cultural backgrounds in order for the audience to experience something unique and exciting to enrich diversity and multiculturalism.

Visual References

Above and the following page are samples of the website layout, composition, use of photography, video, copy, and navigation setup.

Design Issues

There were four main recommendations suggested by Evoke Design Solutions for the website design. These included: the use of a quick loading HTML site (relying heavily on CSS); use of white space to differentiate from the competitive landscape; use of intuitive content and interface design; and a content strategy for improved search engine optimization (SEO) rankings.

It was also imperative that the site was built using HTML that complied with Canadian Culture Online (CCO) Technical Requirements (version 4.0) and underwent a full approval process by the CCO.

Design Process

Basecamp, a web-based project collaboration tool for project management and online communication, was used for the bulk of the management and design of this project along with in-person and group discussions. Once a creative brief was approved by the client, compositional layouts of the website were created and discussed between the client and design firm. After all the edits were approved, the site was built using HTML that complies with CCO technical requirements.

As the Project Manager, my responsibilities included:

- 1) Research and content development
- 2) Photography and videography selection and editing
- 3) Website design and development
- 4) Evaluation and testing of functionality and gaining feedback from target audiences
- 5) Marketing and communications
- 6) Co-ordination of meetings and group discussions
- 7) Managing and documenting approval processes and final execution of website
- 8) Final project report

These tasks were completed with the collaboration of Evoke Design Solutions, the Dance Umbrella of Ontario and the KDSSC.

Outcome & Results

A beautiful, educational, contemporary, and cultural site was created that met all the starting objectives and was enthusiastically received by the target audience.

Date Produced

August 2008 to March 2009



- [HISTORY](#)
- [ABOUT US](#)
- [PERFORMANCES](#)
- [CLASSES](#)
- [PHOTOS & VIDEOS](#)
- [LINKS](#)



The Korean Dance Studies Society of Canada (KDSSC) is a creative dance organization that honours Korean tradition and culture while collaborating across cultures and generations.

We provide a supportive home for professional dancers, pre-professional dance students and dedicated amateurs as we seek to unite all Canadian cultures through the art and practice of dance. Our website gives an introduction to the [history of traditional Korean Dance](#) and provides information on the [company's background](#); past and upcoming [performances and events](#); basic and professional [training programs](#); and a range of [photos](#) and [videos](#) for you to view.

History of Korean Dance



Korean Dance focuses on the internal expression and metaphysical joy and ecstasy

[LEARN MORE >](#)
[VIEW PERFORMANCES >](#)

About KDSSC



The Korean Dance Studies society of Canada (KDSSC) is a not-for-profit, charitable organization in Toronto, founded by Mi Young Kim.

[LEARN MORE >](#)

Watch Korean Dance



We have many more videos and photos available in our "Photos and Videos" section. Visit us on YouTube for our full collection of video clips.

[WATCH MORE DANCE VIDEOS >](#)
[VISIT KDSSC ON YOUTUBE >](#)