

## Anna Lam's Concept Note:

Base on my team's wireframe, I based my positions mainly like our wireframe positions. When it came for layout, I vision a large image into the page (because what better way to say this is a dance site with a large image of a dancer?) with bright colors which would highlight some features and the calendar.

My color choices where based from the logo and also some bright colors (orange & green) to stand out more, along with basic black for text and white for the background.

Layout design: I decided to add a box around all information (images/content) that will be held in this box. On the top right corner, I added an image. I thought having this image will make this stand out more as a dance site visually. Also, this large image will only be set for the home page only. I also placed the dancer a little out of the box to give it an element.

Logo is set at the top left corner and below is the main navigation with a blue background. Underneath that is an inspirational phrase (with a green background). This can be switched out with new phrases when needed.

Below these are (to the left) the calendar and a slide show of the latest photos. The calendar is set to an orange to make this clearly stand out from everything else, but small enough to not be so overwhelming and distracting to the other images/content. This calendar will be placed at this position on every page. The slideshow to the right of the calendar will show at least 3 chosen pictures (from the image gallery). The gray arrows to the left and right of slideshow will give the option to view different photos without having to click in the gallery. If images are clicked, it will take you to the gallery section.

Lastly are content that will only be shown for the home page. These will allow visitors to have a quick view of the things that are going on on a daily/weekly basis. These are separated in checkerboard-like boxes with individual content showing news of "Performances of the month;" a little info about the company "About Us;" "Features" of the site; and "Highlights from the Blog."