

**CASE STUDY:**  
**Huntingdon Dance Academy**

**COURSE:**  
**IM-375 Community Design Lab**

**TERM:**  
**Fall 2021**

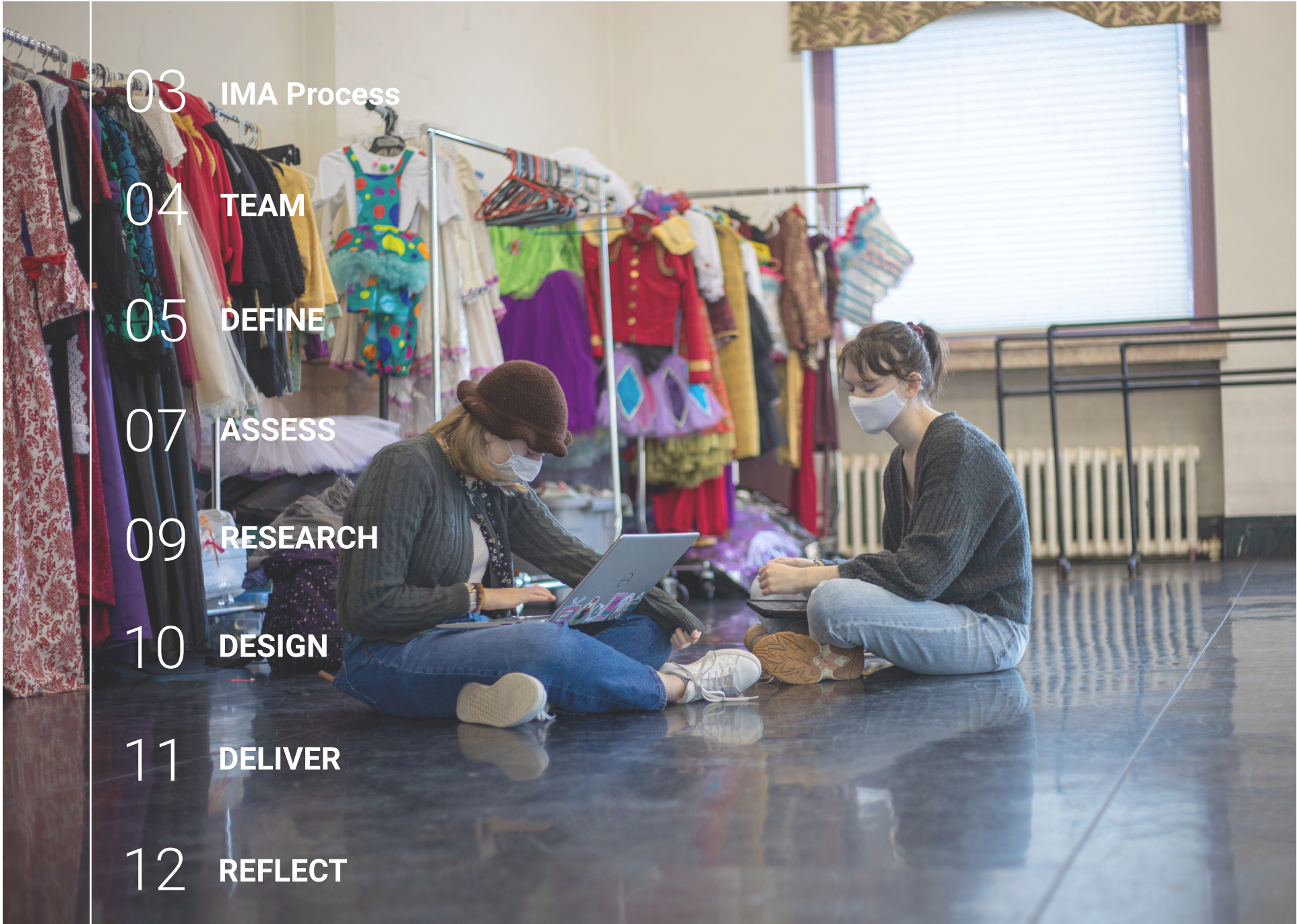
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# THE IMA PROCESS

Define the scope of the project. Create list of priorities and timeline for project, while empathizing with the community collaborating as partners.

Research the community and begin the creative process by finding inspiration to identify a visual style. Begin creative process in close collaboration with partners.

Present to community partners, constituents, and community voices that are part of the team. Implement the materials in print web, and social.



Visit the community partner site to evaluate the current assets and unique characteristics. Consider budgets for materials to be produced.

Create visual elements that are sustainable to update and maintain for community partners, volunteers, and future student led design teams.



# DEFINE

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The design team spent the start of the semester defining the project, researching and meeting with the community partners, and creating a deadline structure and timeline based on the design teams skills and goals.





# DEFINE

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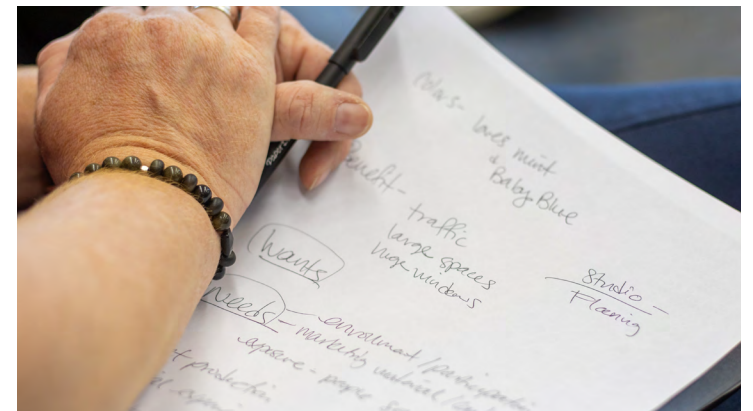


**The Huntingdon Dance Academy is a Dance School with instruction in Ballet, Jazz, Contemporary, Hip-Hop, Tap, Acro, Musical Theatre, Pre-ballet, Creative Movement, Pointe, Pas de deux, Adult Ballet Classes.**



# ASSESS

After identifying the scope of the project with our community partner, we visited them on-site and met with members of this nonprofit to evaluate their current assets.



# ASSESS

When reviewing the current assets for the Huntingdon Dance Academy, we looked at their web and social presence as well as their current branding at their on site location.



ABOUT US CLASSES INFORMATION HUNTINGDON DANCE COMPANY CORPS DE BALLET CONT

*Established in 2012*

*Huntingdon Dance Academy offers a high quality of dance training in a variety of genres with an emphasis on our studio provides a safe, caring environment for dancers of all ages and skill levels. HDA is a training ground for students with a passion for dance!*



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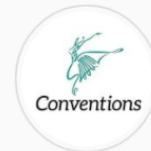
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Huntingdon Dance Academy

501 Penn St.

Huntingdon, Pa 16652

[www.huntingdondance.com](http://www.huntingdondance.com)



Conventions



Competiti...



Productions



2018-20

POSTS

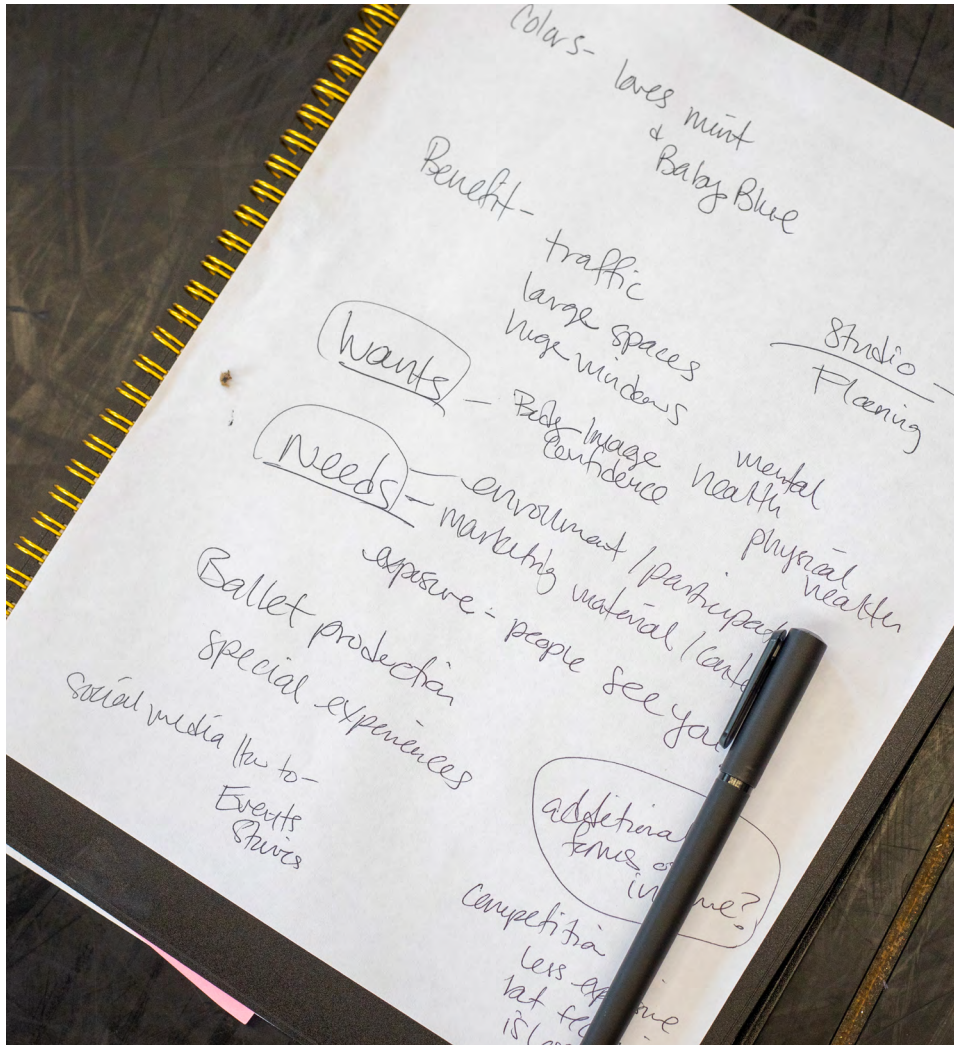
VIDEOS

TAGGED



# RESEARCH

Our design team prioritizes research as the first step in the design phase. This phase is where we begin collaborating closely with our community partners to identify a style for our design work.





# DESIGN

Our design team created new brand identities for the Huntingdon Dance Academy, Huntingdon Dance Company, And the Huntingdon Regional Ballet.



# DESIGN

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Using the new branding, the team created mock ups to see what merchandise may look like in the future.





# DESIGN

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As a part of the final deliverables, the students created a documentary video that shows the passion that is contributed from the owners, instructors, and the students alike. This type of content can and will be used in the future to tell the story of the academy to potential students and contributors



Carly  
Dancer



Kristin Shoaf Roberts  
Owner & Artistic Director

# DELIVER





# FUTURE

During the semester the website was a priority throughout and ended up taking more time to research and design than anticipated. In the semester following this project, the web presence will be developed through a for credit IMA Internship by student Max Prosser with the final product looking to be finished by early summer of 2022.

