ARTS ORGANIZATION WEBSITE - CASE STUDY

BACKGROUND

The Arts Organization I have chosen is The Ballet of Antioquia. Antioquia is a Colombian city located in the middle of the country and it is characterized by its continuous development of international fashion designers. The Ballet of Antioquia was created in 1990 by Albeiro Roldan, an important choreographer and dancer. The Ballet has debuted in Chili, Mexico, Ecuador, Peru, Dominican Republic, The U.S., Canada, China, Panama, France, Italy, Belgium, Holland, Luxemburg, Germany and Spain. The repertoire is composed by a variety of dances and compositions such as “Colombia Cultura Milenaria”, “Colombia Viva”, “Sabor Latino” and “Colombia de Fiesta y Carnaval”. This Arts Organization has different arts education programs for adults and kids in dance and music, providing an efficient service in service of the Colombian culture.

OVERALL ASSESSMENT

Overall, this website is awesome, especially for those visual people who like strong images (like me!). The website is in both Spanish and English, which give a sense of sophistication and competitiveness. It has all the required information that a complete Arts Organization website should have (history, corporation, mission, vision, staff, education, recognitions, among others). The way how they built the navigation toolbar was creative, they used pictures as the navigator boxes, instead of the common squares with words; they also have animations at the moment of change from one page to another, which is visually attractive. The website also has common navigators but the principal ones are designed in this way. The color background is appropriate because it enhances the pictures and gives place to implement other colors to make contrast. The website also has a music background which is attractive to
foreigners who probably do not know very much about the Colombian culture; it also have the option of keeping the volume off if that is the preference.

On the other hand, there are few inconsistencies. First, there is a waste of space of both sides, the website is centered designed but I consider that the margins can be extended a little in order to have more space and make the font bigger. Moreover, it is hard to manipulate the scroll bar, maybe because is very small and it does not let the bar to move. The navigation facilities are sometimes confusing because there are many buttons to click on; this is not something completely negative but you have to be concentrated in order to go step by step checking the website without being lost.

SUGGESTIONS

In my perspective, there are few suggestions to give. First, as I said, it would be easier for the visitors to have a bigger font to read. The distribution of the space should be reconsidered, especially because they have many images and words in each page and this probably would tire the readers' eyesight. If people want to visit this website, it is recommended to have plenty of time to do it; the website has a broad variety of information that would not be covered in just few minutes. This website lacks of videos, which are important for the promotion of its activities. I would recommend to post or link some videos the ballet has in order to show performances which are commercially attractive for consumers.

To visit the website, click on http://www.balletfolkloricodeantioquia.com/