AAD 585
Website Case Study
Feb 15. 2011
Case Study: National Centre for the Performance Arts
http://www.chncpa.org/n457779/index.html

**Background:**

Choose this website as the case study is because I want to find an internship there during the summer. National Centre for the Performing Arts (NCPA) is a dynamic new icon to the arts in the heart of old Beijing since 2007. NCPA is a stage for the world's outstanding artists’ performance, it also display the China's burgeoning international stars and celebrate the creativity of its many ethnic cultures. The mission for NCPA is to be national, to be creative, and to be international. To be national means the organization will service to the general public; to be creative is to be rooted in Chinese culture while offering a stage to the world's best; to be international stand for the organization will integrate into the global artistic community.

**Overall analysis:**

When first entered the welcome page of the NCPA’s website http://www.chncpa.org/n16/welcome.html, I felt it is a beautiful welcome page, the NCPA’s beautiful picture attract my attentions well. The red background played exaggerated emotions and heighten the majestic of the NCPA.

So I clicked the enter, and found a very different homepage. The first impression is this website is full of pictures. There are a lot of pictures showing on the homepage. The dynamic showcase window makes the homepage even messier. Another feeling is that I do not know where I should look at. The homepage is too full to highlight the important information.

**Design and Navigation:**

I like the bold on the background and the light color content area. It makes the
website attractive. However, the design inside the content area is unacceptable. It is too colorful inside the homepage. I know the light brown is used for highlight something, but there are too many light brown use on the homepage so that I do not know where I should see exactly.

The main navigation of the website are clean and concise. There are mainly nine navigations there, the sub navigation is on the left side bar, I think that’s guide well. However, when click the Tickets, I supposed that the designer don’t know what to put on the sub navigation, so he/she put the main navigation at that place with the all capital letters. I was confused by that design. I thought it was the link for the ticket information initially. In addition, another flaw about the navigation is that we do not know how to come back to the homepage unless we notice this small Home sign at the top.

Suggestions:

I know that the designer want to show all the things for the audience, however, just place all the information cannot attract people’s attention, on the contrary, it will make the visitor don't know where to look. My suggestion for the homepage is that not put all the performance information at the front-page. There are five types of shows that will performance in the NCPA: Concert, Dance, Opera, Drama and Chinese Opera. The homepage can create five areas for different types of the shows, but only put the latest shows picture on it, other shows can just list there until it will be shown soon.

Also, the color use on the website should be careful. Different types of categories and highlighting information can use different colors, but there are already enough colors on the website, so the consistence of the color should be considered.