

**CARROLL COUNTY CLOGGERS**  
Westminster, MD

Klara Schmitt

# CARROLL COUNTY CLOGGERS

Westminster, MD

---

## Index

Creative Brief .....	2
Audience Profiles .....	3
Navigation Map .....	6
Wireframes .....	7
Plugins .....	9
Design Comps .....	10
Credits .....	11

## Creative Brief

Title: Carroll County Cloggers

Purpose: To transfer content-management of the Carroll County Cloggers website to the members without requiring they know HTML. In addition, the redesign strives to liven the club's website while conveying a sense of tradition (this is the oldest clogging group in Maryland) and representing the history behind and rustic roots of clogging.

Content:

Home -- Contains intro paragraph and slideshow

Classes & Practice -- Information on taking classes and when and where practice meets regularly

Calendar -- Schedule of performances

Cue Sheets -- Table of all songs (musician, dance level, and choreographer) that the club has ever taught with a link to the PDF containing the dance steps

Photo Gallery -- Sampling of photos from performances, workshops that the club offers or participates in, and classes

Workshop -- Information on the annual Mason Dixon Spring Stomp workshop, including the instructor and the registration form

History -- Brief history of clogging

Links -- Clogging links that benefit members, such as were to buy taps

Contact -- The purpose of the club and a way to contact the President of the club for booking performances.

Perception Tone: Folksy

Audience: The website is primarily for existing members of the clogging club, but also provides information for new people who are interested in joining and for third-parties looking to book a performance.

# CARROLL COUNTY CLOGGERS

Westminster, MD

4

## Audience Profiles - Primary



Name: Jean Simons

Age: 36

Occupation: Home Educator

Location: Hampstead, MD

Jean is the mother of two children (Laura and Jonathon) whom she home educates. They've been part of the club for one year. Jean and her husband saw clogging at the Fiddler's Convention at the Farm Museum and dragged both their children along for the ride. But since they're other children in the group and the music ranges from blue grass to pop, the whole family can enjoy the exercise and fun they get from being part of the club.

Jean relies on the website to show directions, times, and outfit choices for the performances that the club does and which in her family participates. She also occasionally downloads new cue sheets, so she can work through them more slowly in her kitchen with her children rather than in the hour they're taught during regular practice.

## Audience Profiles - Secondary



Name: Clark Hillgrail

Age: 31

Occupation: Financial Advisor

Location: Westminster, MD

Clark and Abby have been married for a year and live together in Westminster. Clark and Abby both work full time and Clark has been working extra hours so they can pay off their home loan and to try to get a better position within the company.

Abby wants him to spend some more time together and thinks it would be fun if they could take a dance class. Unfortunately, most classes run in the evening and cost quite a bit. Then Clark runs across the website for the Carroll County Cloggers. He has never heard of clogging, but after reading a short history of it, he's willing to give it a try. He is glad that it meets on Sundays when he's actually awake enough to try to learn something new and the first class is free, so it seems like something that is worth a try.

## Audience Profiles - Tertiary



Name: Margaret Reed

Age: 39

Occupation: Events Coordinator at Sports World

Location: Skyesville, MD

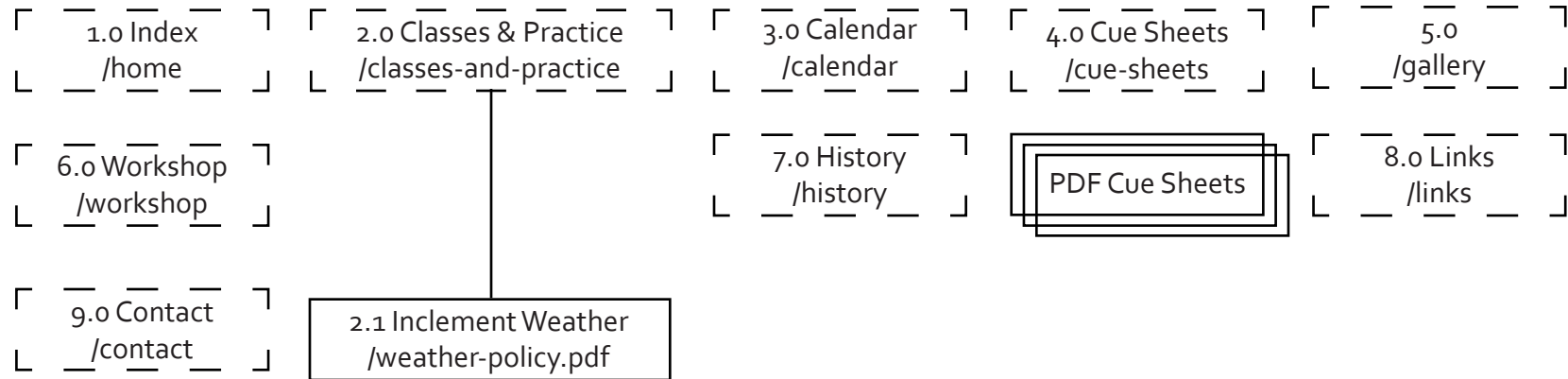
Margaret is organizing a festival for children at her local Sports World in an attempt to familiarize parents with the programs Sports World offers for children and teens. Her boss has told her to find some live entertainment for the crowds in between the games and demos.

Margaret has seen the Carroll County Cloggers perform on the 4th of July and she gets on their website to check them out. It seems like a valid entry for her festival. Based on the calendar they seem available for the weekend she needs and they dance to a variety of music, ideal for the large varied audience she anticipates at the festival.

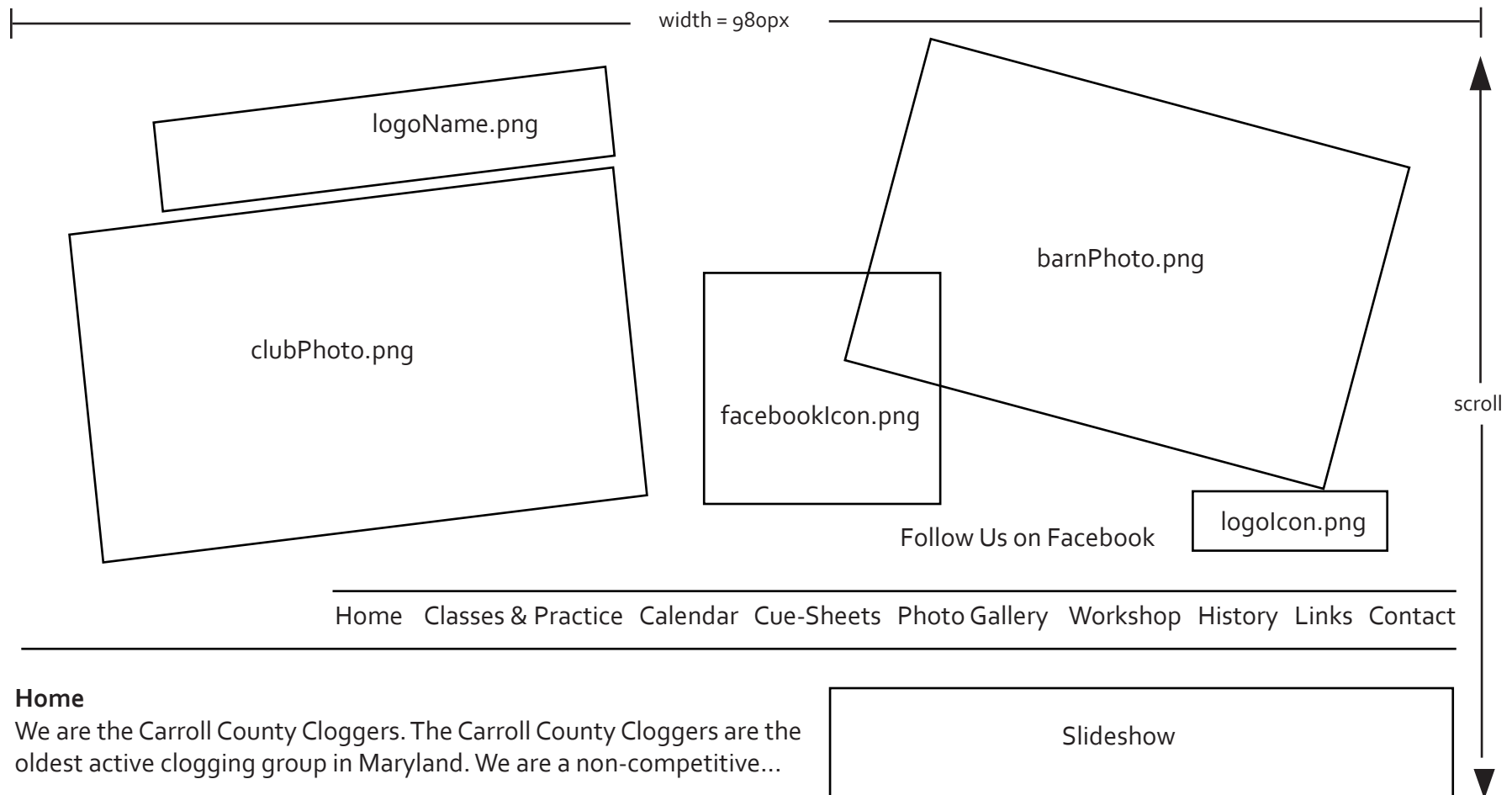
# CARROLL COUNTY CLOGGERS

Westminster, MD

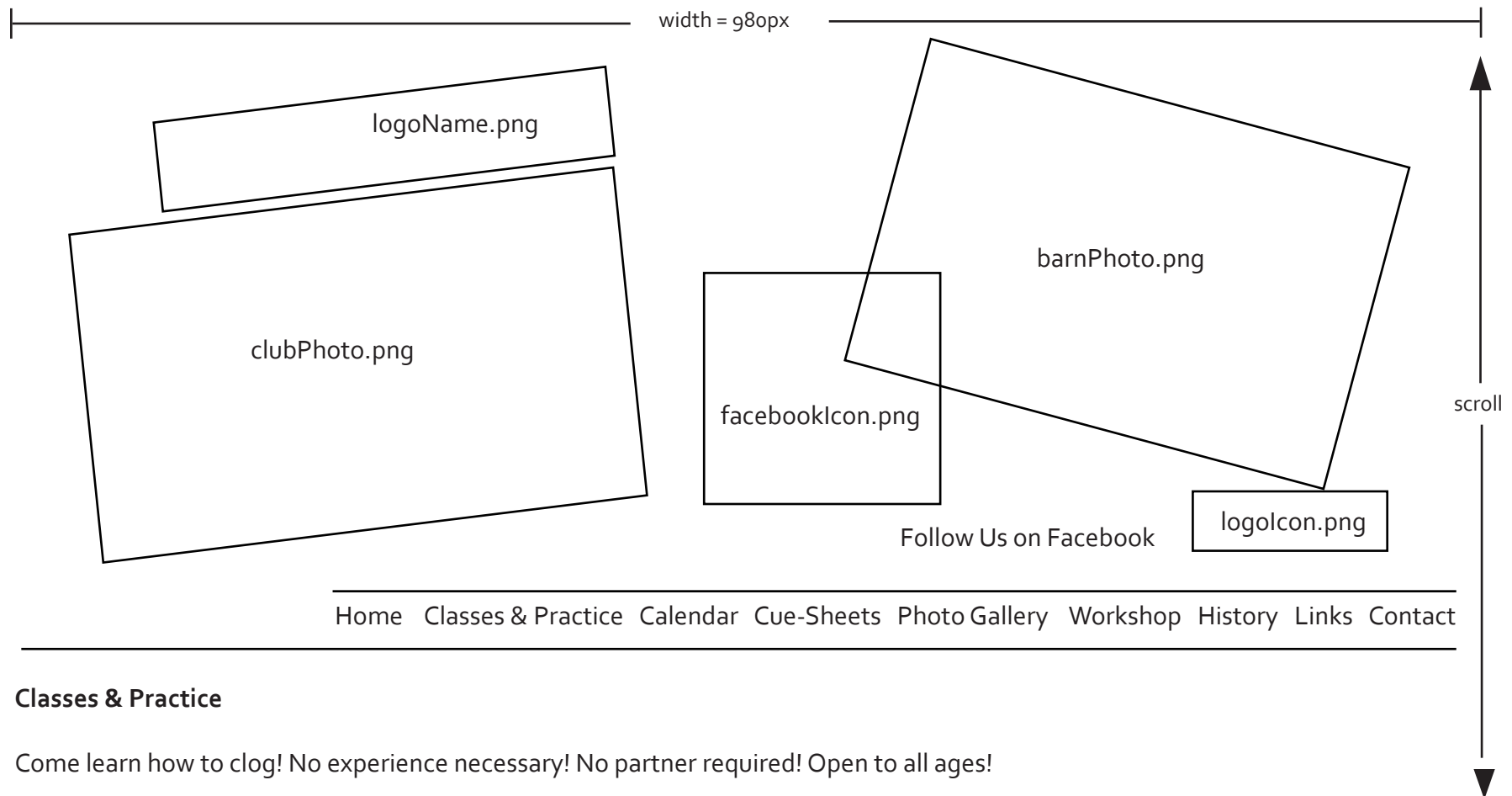
## Navigation Map



## Wireframes - Content, 1-Side Sidebar



## Wireframes - Content (Single Column)



## Plugins

### 1. Calendar

Displays events publicly and allows administrator to add/edit events from the dashboard.

### 2. NextGEN Gallery

Allows administrator to add images through gallery setting in dashboard and automatically generates thumbnails on the page and when clicked, displays lightbox-esk full-sized image. Also permits for re-scanning of a gallery folder if images are sent via FTP and for singular uploads.

### 3. Sidebar Photoblog

This simple slideshow can be customized in the widgets and pulls images from post uploads.

### 4. WP-Table Reloaded

This plugin allows users to edit table data easily without knowledge of HTML. Buttons allow administrators to add rows, columns, change placement, and add links.

### 5. Ozh' Admin Drop Down Menu

This menu just organizes the dashboard in a more convenient way for administrators to locate content.

# CARROLL COUNTY CLOGGERS

Westminster, MD

11

## Design Comps - Home



The screenshot shows the website for the Carroll County Cloggers. At the top, the text "CARROLL COUNTY CLOGGERS Westminster, MD" is displayed in a dark red, distressed font. Below this, there are two photographs: one of the group in pink shirts and blue skirts standing behind a wooden fence, and another of a large American flag on a building. A cartoon eagle is positioned between the photos. To the right of the eagle is a Facebook logo and the text "Follow Us on Facebook". A navigation menu is located below the photos, listing: Home, Classes & Practice, Calendar, Cue Sheets, Photo Gallery, Workshop, History, Links, and Contact. The "Home" link is highlighted. Below the navigation menu, the "Home" section contains a paragraph of text and a small photograph of the group performing on a stage in front of a building labeled "SYKESVILLE FIRE DEPT".

CARROLL COUNTY CLOGGERS  
Westminster, MD

Follow Us on Facebook

Home Classes & Practice Calendar Cue Sheets Photo Gallery Workshop History Links Contact

**Home**

We are the Carroll County Cloggers. The Carroll County Cloggers are the oldest active clogging group in Maryland. We are a non-competitive contemporary group. Most of the dancing we do is line dancing, which does not require a partner. Our group does do performances for the public, but this does not mean you must dance in performances. You can simply learn clogging for fun and exercise!

SYKESVILLE  
FIRE DEPT

# CARROLL COUNTY CLOGGERS

Westminster, MD

12

## Design Comps - Photo Gallery

The screenshot shows a website page for the Carroll County Cloggers. At the top, the text "CARROLL COUNTY CLOGGERS Westminster, MD" is displayed in a dark red, distressed font. Below this, there are two main photo thumbnails. The left one shows a group of about 15 women in pink shirts and blue skirts standing behind a wooden railing in front of a red barn. The right one shows a large American flag on a building. To the right of the photos is a cartoon eagle logo and a Facebook icon with the text "Follow Us on Facebook". Below the photos is a horizontal navigation menu with links: Home, Classes & Practice, Calendar, Cue Sheets, Photo Gallery, Workshop, History, Links, and Contact. Under the "Photo Gallery" link, there is a sub-link "[Show as slideshow]". At the bottom, there is a row of seven small thumbnail images showing various photos of the group.

CARROLL COUNTY CLOGGERS  
Westminster, MD

Follow Us on Facebook

Home Classes & Practice Calendar Cue Sheets Photo Gallery Workshop History Links Contact

Photo Gallery

[Show as slideshow]

# CARROLL COUNTY CLOGGERS

Westminster, MD

13

## Design Comps - Photo Gallery



The screenshot shows a website page for the Carroll County Cloggers. At the top, the text "CARROLL COUNTY CLOGGERS Westminster, MD" is displayed in a dark red, distressed font. Below this, there are two photographs: one of a group of dancers in pink shirts and blue skirts standing behind a wooden fence, and another of a large American flag on a building. To the right of the flag photo is a bald eagle logo and a Facebook icon with the text "Follow Us on Facebook". A navigation menu at the bottom includes links for Home, Classes & Practice, Calendar, Cue Sheets, Photo Gallery, Workshop, History, Links, and Contact. Below the menu is a section titled "Brief History of Clogging" with a paragraph of text.

CARROLL COUNTY CLOGGERS  
Westminster, MD

Follow Us on Facebook

Home Classes & Practice Calendar Cue Sheets Photo Gallery Workshop History Links Contact

### Brief History of Clogging

The origins of clogging come from the Appalachian Mountain folk dances of the 1800's. Folk dances were often a mix of the jigs and step dances brought to America by English, German, Scottish, and Irish settlers, eventually turning into the traditional American folk dance. Clogging gained national attention in the 1920's when Sam Queen's Soco Gap dance team from Maggie Valley, North Carolina danced for President Franklin D. Roosevelt. Clogging is a form of dance that can be done individually or with a group. Clogging is characterized by the footwork. Contrary to popular belief, modern American clogging does not involve wooden clogs. Clogging is generally done in leather-soled shoes with some form of metal tap on the balls and heels of the shoes; two common

## Credits

Olson, Niels. "DSC\_0568." Flickr.com. 25 April 2004.  
[http://www.flickr.com/photos/niels\\_olson/3631446/in/photostream](http://www.flickr.com/photos/niels_olson/3631446/in/photostream)  
20 Feb. 2011.

Uilenbroek, Marrten. "Model." SXC. 7 Dec. 2007. <http://www.sxc.hu/photo/917483>  
20 Feb. 2011.

Rollo, Jenny. "Engaged 1." SXC. 2 Jan. 2007. <http://www.sxc.hu/photo/691717> 20 Feb. 2011.

Stockbyte. "Woman with son and daughter." Getty Images. <http://www.gettyimages.com/detail/77006169/Stockbyte>. 20 Feb. 2011.

All other images are copyrighted to the Carroll County Cloggers.