

LET'S  
DANCE



# Value Proposition: Visualize. Create. Perform.

## Problem

Visualizing formation changes and blocking is a difficult task for choreographers.



## Solution

An application that allows choreographers to create and record formations, as well as see their creation in the physical space.





# Three Tasks

Simple

Create and record formation and transitions

Moderate

Synchronize music to the formation changes

Complex

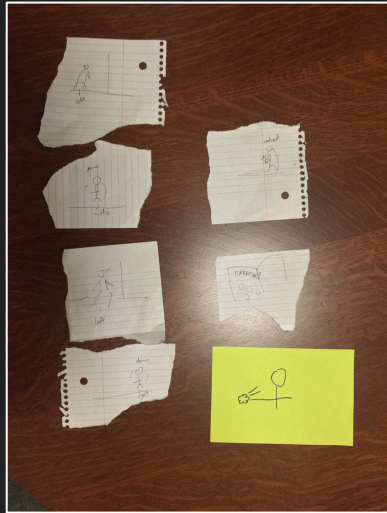
Show the choreography in physical space



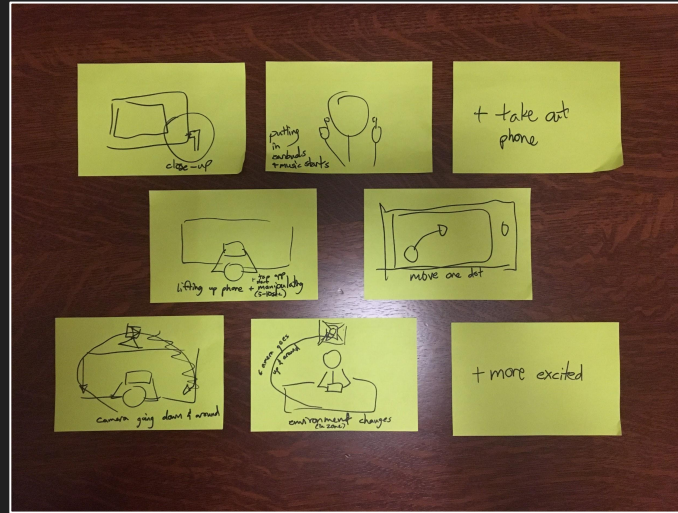




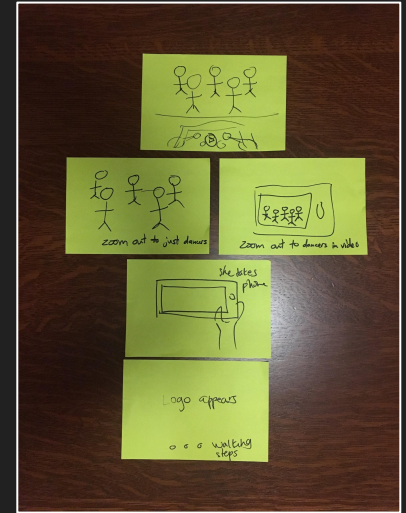
# Our Process



Introduction + Conflict



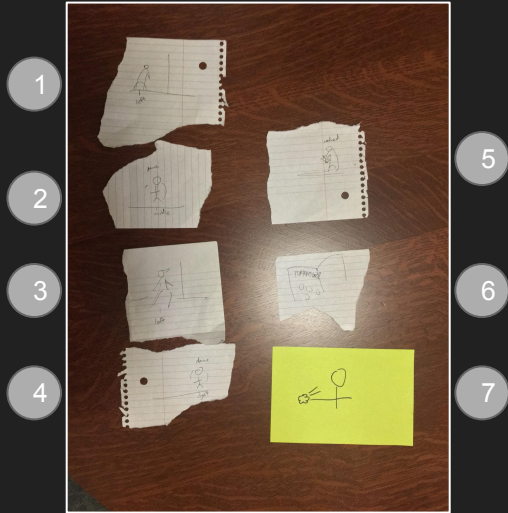
Rising Action



Climax + Resolution



# A choreographer struggles to create formations



- 1-4: Capture the choreographer dancing and mirror
- 5: Capture contemplation on face
- 6: Close up of notebook
- 7: Strong sense of frustration from choreographer

Introduction + Conflict

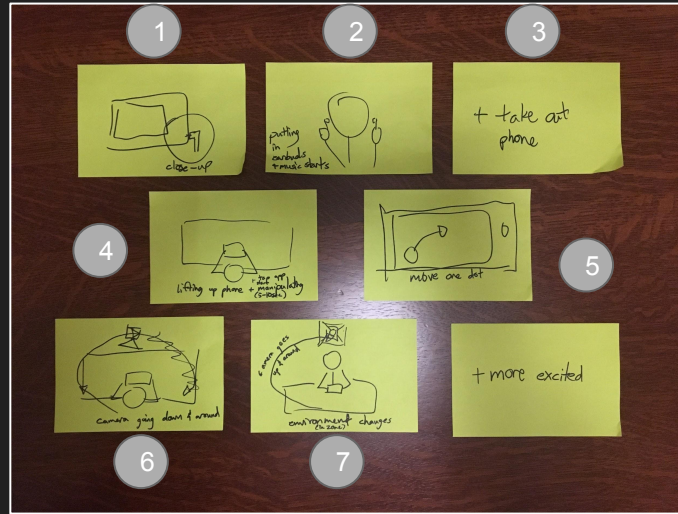
Rising Action

Climax + Resolution



# Choreographer uses our solution to visualize/create formation

- 1-3: Act out slow, zoom in on each object
- 4: Top view of choreographer using the app



- 5: Show the creation of formations
- 6-7: Panning shot, capture excited expression

Introduction + Conflict

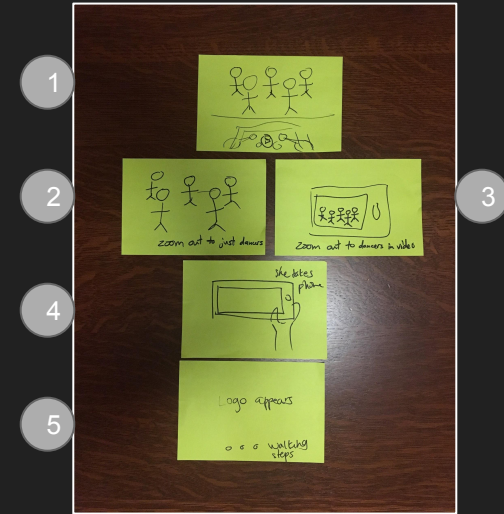
Rising Action

Climax + Resolution



# Our solution allows the choreographer to visualize her formations and transitions with both people and music

- 1: View of both the app and the dancers
  - Choreographer presses play and the dancers begin
- 2: Move away from view of the app and focus on the dancers
- 3-4: Zoom out and transition to view of the phone
- 4: Phone slides off camera



Introduction + Conflict

Rising Action

Climax + Resolution





# Thank You!



Alex Lee



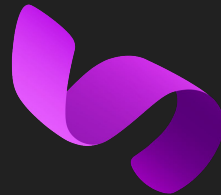
Jeremy Marcelo



Melinda Wang



Sarina Wu



LET'S  
DANCE