

NRITTA INDIAN DANCE

GABRIEL NANAN

MFA INTEGRATED DESIGN THESIS

FALL 2012



NRITTA INDIAN DANCE

Gabriel R. Nanan

Amy Pointer (Committee Chair)

Edwin Gold

David Patschke

Julie Simon

NRITTA

mfa/integrated design
thesis

TABLE OF CONTENTS

CONTENT	PAGE NUMBER
Thesis Committee	04
Overview	05
Objective	06
Audience	07
Market	08
Process	09
Project Components	11
Design Elements: Name & Logo	11
Color Palette	12
Typeface	12
Primary Website Features	13
Site Map	14
Site Page Designs	15
Social Media Outlets	22
Video Content	23
Responsive Design	24
Resources	25
Distribution & Extensions	26
Conclusion	28
Acknowledgements	29
Bibliography	31
Appendix A: Map Infographic	36
Appendix B: Survey Results	37
Appendix C: Survey Participants (Schools)	43
Appendix D: Survey Participants (Clubs)	49
Appendix E: Music/Songs	52
Appendix F: Video Screenshots	53
Appendix G: Website Screenshots	59
Appendix H: Mobile Site Screenshots	66

NRITTA

mfa/integrated design
thesis

THESIS COMMITTEE

Amy Pointer (Chair)

apointer@ubalt.edu
Director MFA Program
University of Baltimore
School of Communications Design

Edwin Gold

egold@ubalt.edu
Professor
University of Baltimore
School of Communications Design

David Patschke

dpatschke@ubalt.edu
Director of Technologies
University of Baltimore
School of Communications Design

NRITTA

mfa/integrated design
thesis

OVERVIEW

The Indian culture has permeated throughout America. According to the United States census in 2000, approximately 1.7 million Indians live in America. Indian Americans constitute one of the country's fastest growing immigrant populations and are the country's fastest growing Asian communities.

In more recent decades Indian culture has been assimilated into and transformed by western culture. From the steady increase of Indian American actors, such as Danny Pudi and Mindy Kaling, to the widespread appeal of Indian cuisine, Indian influence has spread across the United States and is making its mark. One aspect of Indian culture that is steadily on the rise in the United States is dance.

Indian dance is finding its place in America, and at the same time, is experiencing a profound growth. Audiences are seeing Indian dance featured in films such as *Bride & Prejudice* and *Slumdog Millionaire* and on television shows such as *So You Think You Can Dance* and *Dancing With The Stars*.

However, an engaging hub where dancers can promote themselves and network with one another throughout the United States currently does not exist. Nritta was created to satisfy that need within Indian dance communities. Nritta serves as a platform for all Indian dancers to connect with each other and to share their art form. It also serves as a foundation for people who are new to Indian dance, allowing them learn more about it.

NRITTA

mfa/integrated design
thesis

OBJECTIVE

My objectives are to create a well designed and aesthetically modern website that enables users to learn about Indian dance, provide a hub of information showcasing the beauty of a lasting art form, help spread Indian dance to a wider audience, and to create a site that can be used by Indian dance communities to connect, share ideas and information, facilitate conversations, and promote each other.

My secondary objective is to highlight and reinforce Indian dance as a unique art form that incorporates elements from the Indian culture and creates a connection to that culture for Indian Americans.

NRITTA

mfa/integrated design
thesis

AUDIENCE

My primary audience is the Indian dance community in the United States. Nritta will benefit all Indian dance schools, teachers, students, and anyone that is involved in the creative or production aspects of Indian dance. Nritta will communicate to this audience the importance of cultivating Indian dance in America. Nritta will also provide a way for young Indian Americans interested in Indian dance to connect with their culture.

My secondary audience includes practitioners of dance forms from other cultures and traditions, including students, choreographers, organizers, and teachers. Through Nritta, this audience can be educated on what Indian dance is and how it can be compared and contrasted to dance forms of their own cultures and traditions.

My tertiary audience is the general public who may or may not be familiar with Indian dance. This audience includes people who are curious as to what Indian dance is and what it communicates as an art form. This audience demographic is varied; students of all ages, patrons of the arts, Indians and non-Indians, and anyone who may appreciate not only Indian dance, but dance in general for its artistic and aesthetic value.

NRITTA

mfa/integrated design
thesis

MARKET

Nritta is unique. Not only is it a well-designed site that presents facts and information about Indian dance, it also allows users to connect and share information with each other via Nritta's social media sites (Facebook, Twitter and Pinterest). Users can also comment on uploaded videos on Nritta's Vimeo channel. In addition to using external social media outlets, users can post comments directly onto Nritta. These features distinguish Nritta from any other site dedicated to Indian dance.

Other sites that feature Indian dance, such as Narthaki, Tarang, Garam Chai, and Indian Heritage provide information about various Indian dance types. These sites are solely informational and are designed as such. The information presented is not organized in a user-friendly way and networking options are lacking. This leads visitors to disengage and turn away from these sites.

Sites that promote dance schools and academies are better designed but serve only as the primary point of contact for these businesses. These sites provide some information about Indian dance, but only the dance type that they teach. Because these sites are meant to attract potential students, they do host a minimal amount of interactive features, such as a video or a blog. Essentially, visitors cannot interact or network with each other on these types of sites.

Official government and tourism sites offer some information about Indian dance. However, this information is very limited and does not offer details or a rich viewing experience for users.

While all of these types of sites display photographs and perhaps a short video, they do not offer the rich experience that users can find at Nritta.

NRITTA

mfa/integrated design
thesis

PROCESS

BACKGROUND

Growing up, I never really had a very strong connection with my cultural background. I started really being immersed into Indian culture when I went to college. I met my wife and made many Indian American friends who were more deeply rooted in Indian cultural activities than I was. My wife's dancing exposed me to classical dance, my friends exposed me to festival dances, and around the same time, a cousin of mine joined a Bollywood dance troupe. It was then that I began to really form my own identity as an Indian American.

In deciding what I wanted to do for my thesis, it was clear to me that I wanted to engage in a project that highlights my cultural background, honors my Indian culture, specifically dance, and also helps me create my own personal link between my culture and my design sensibilities. I also wanted to create an online presence where dancers can access an evolving source of information and go to for networking, partnership, and inspiration.

After deciding what my thesis will be, I spoke to dancers, instructors, and choreographers and learned there is overwhelming support for the cultivation of Indian dance in America. I learned Indian dance is growing as an art form in the United States. Organizations such as ARYA Dance Academy, based in New York, are proving that younger generations of Indian Americans are embracing Indian dance and that dance is a viable way for them to connect with their culture. Indian Student Associations in colleges across America, such as Stanford University's Basmati Raas Team, are growing in popularity and participating in national competitions every year. Popular video sharing sites such as Vimeo and YouTube now host home videos of Indian dance performances at weddings or other social functions across the country. This leads to the notion that Indian dance is thriving in the United States.

Becoming more involved with Indian dance for the past several years has helped me shape my identity as a person because it has better connected me to my culture. I believe Nritta has the ability to help other Indian Americans connect to our culture.

NRITTA

mfa/integrated design
thesis

PROCESS

RESEARCH

During my research phase I found sites about Indian dance that did not foster user interaction but merely presented information in a text heavy format. I wanted to present information in a clean, modern, and effectively designed way, and foster interaction between the information and the user.

Throughout all of 2012, I dedicated myself to learning the appropriate software, languages, and methods to create Nritta. I contacted several international photographers and acquired images that would set Nritta apart. I interviewed three contemporary Indian dancers and created videos for each of them highlighting their personal experiences with Indian dance. I surveyed members of dance schools and college clubs throughout the United States, and acquired resources and first-hand information in order to create the original material featured on Nritta.

In an effort to spread Nritta to a wider audience, I contacted several national organizations that promote Indian dance to assist me. I visited image-sharing sites such as Flickr, Picassa, and Stock Image Bank to obtain imagery to be featured on Nritta. I took photographs of dancers, video footage of performances, and created artwork that graphically conveys information. I also read books and articles about the history and development of India and Indian dance and how dance has spread across the globe.

NRITTA

mfa/integrated design
thesis

PROJECT COMPONENTS

DESIGN ELEMENTS: NAME

NRITTA INDIAN DANCE

I chose Nritta as my site's name because of its meaning. Translated literally, the word "nritta" means *pure dance*. I felt it was appropriate to use this since nritta focuses on only the act of dancing. Nritta is also a one-word title that would be easy for users to remember.

The subtitle "Indian Dance" refers directly to the term nritta. For those users who already know the meaning of nritta, this will be familiar to them. For those users unfamiliar with the term will now associate nritta with Indian dance.

DESIGN ELEMENTS: LOGO



I designed Nritta's logo based off of Indian visual imagery. The logo represents a lotus, India's national flower and a distinct visual element in many of India's cultural artwork. This image can also be a featured design on classical dancers hands and feet for stage performances. Using Adobe Illustrator I created the logo to not have identical petals all around, creating a more organic, natural, and earthy tone.

DESIGN ELEMENTS: FOOTER



I created a footer for Nritta that features Nritta's logo disassembled into its individual petal shapes. These shapes have been rearranged to form a pattern mimicking Indian visual imagery.

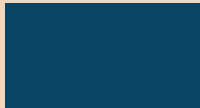
NRITTA

mfa/integrated design
thesis

PROJECT COMPONENTS

COLOR PALETTE

I chose to use a simple color palette with only four colors throughout the entire site.



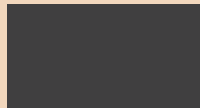
02587b



deb485



935410



404040

These colors work well together to create a contemporary and modern visual theme while still suggesting the earthy and organic tones of Indian dance. The colors are meant to be less vivid so that they will not compete with the vibrant imagery and content of the site, such as photographs of dancers in costume.

TYPEFACE

I chose Avenir as the typeface for my thesis. Avenir is a geometric sans-serif typeface by Linotype GmbH and has the qualities I was looking for. Avenir is elegantly designed and evokes a very clean and modern look. Using Avenir juxtaposes the traditional quality of Indian dance with the contemporary design of the site. Typographically, it helps bring a centuries old art form to newer generations and audiences.

Because Avenir is a font that may not be included in all computers by default, I purchased the Avenir Web Font from Fonts.com and added its associated script to my site.

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

NRITTA

mfa/integrated design
thesis

PROJECT COMPONENTS

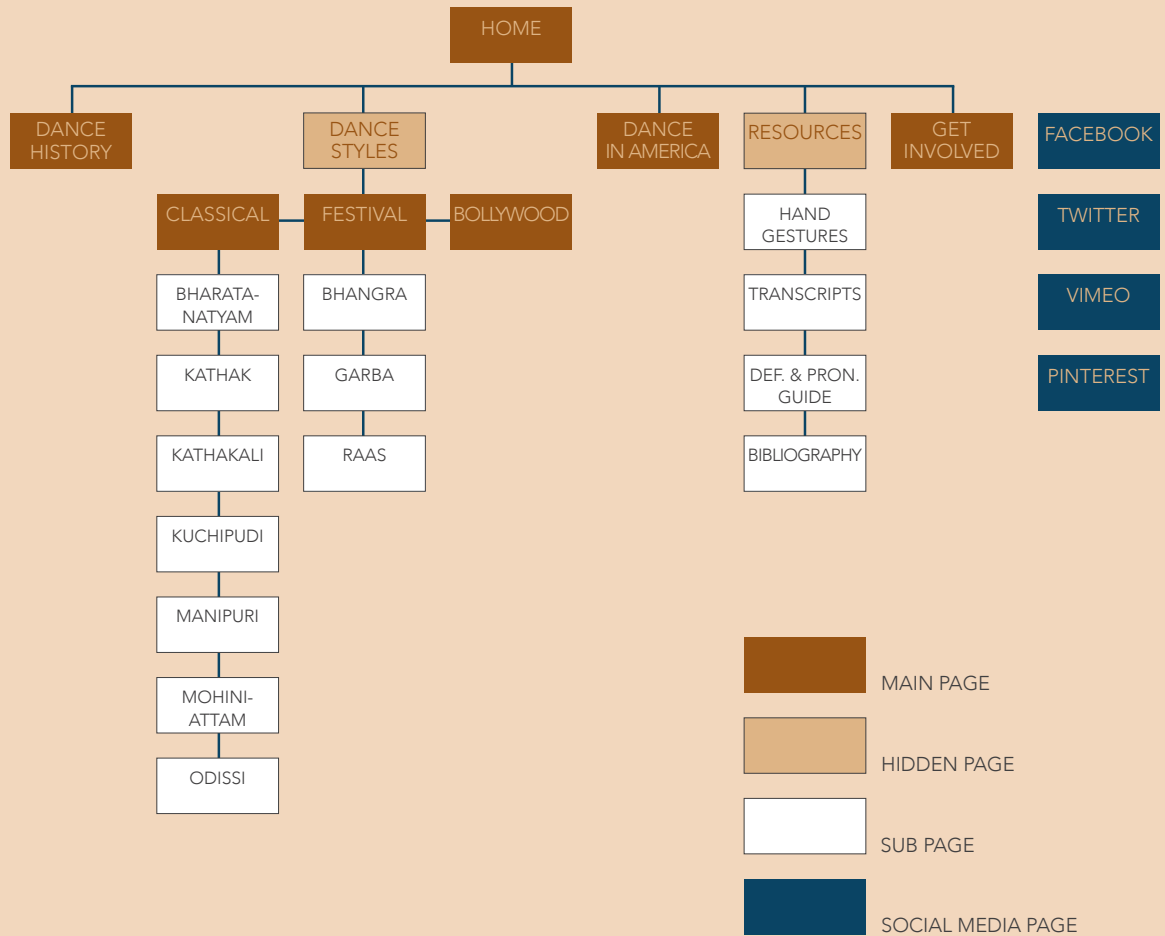
PRIMARY WEBSITE FEATURES

The main component of my thesis is the website. Nritta was created using WordPress, a content management system and was customized using HTML, CSS, and JavaScript. Nritta presents a clean and modern design. It presents the information in an organized manner and educates users on what Indian dance is in an engaging way. Nritta's pages include:

- Home Page
- Dance History Page
- Classical Dance Page (with subpages for the 7 classical types)
 - Bharatanatyam
 - Kathak
 - Kathakali
 - Kuchipudi
 - Manipuri
 - Mohiniattam
 - Odissi
- Festival Dance Page (with subpages for the 3 festival types)
 - Bhangra
 - Garba
 - Raas
- Bollywood Dance Page
- Dance in America Page
- Resources Page: Hand Gestures
- Resources Page: Transcripts
- Resources Page: Definition & Pronunciation Guide
- Resources Page: Bibliography
- Get Involved Page

PROJECT COMPONENTS

SITE MAP

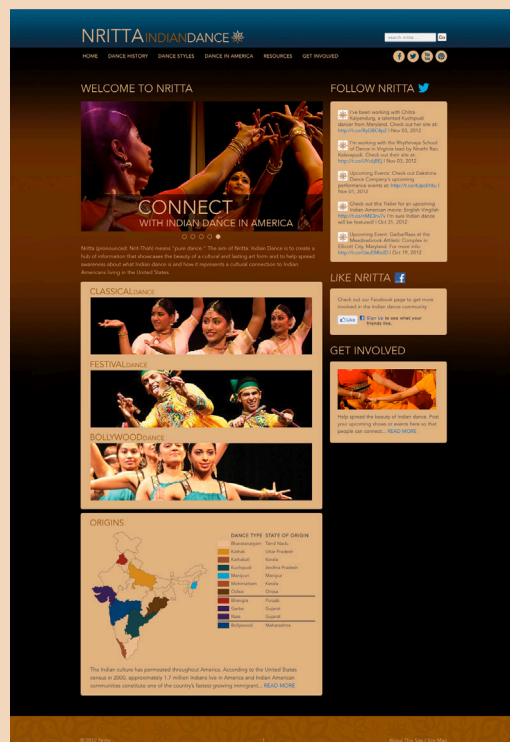


PROJECT COMPONENTS

HOME PAGE

Nritta's Home page serves as the focal point for the site. It contains the necessary information needed for users to fully understand what Nritta is about upon their first visit. Key features of the Home page are:

- A user-friendly navigation bar showing users the pages of Nritta.
- A search field (featured throughout the site).
- A slideshow which links to the main pages of the site.
- A brief description of Nritta.
- Images that link to the three dance style pages.
- An infographic map of India showing the origin locations of each dance types. The dance types on the legend link to their respective pages.
- A Twitter feed displaying up-to-date Tweets (featured throughout the site).
- A Facebook like button for users to like and share Nritta on Facebook. (featured throughout the site).
- A Get Involved widget that leads users directly to the Get Involved page.
- Social media icons created specifically for Nritta that allow users to access Nritta's Facebook, Twitter, Vimeo, and Pinterest pages (featured throughout the site).

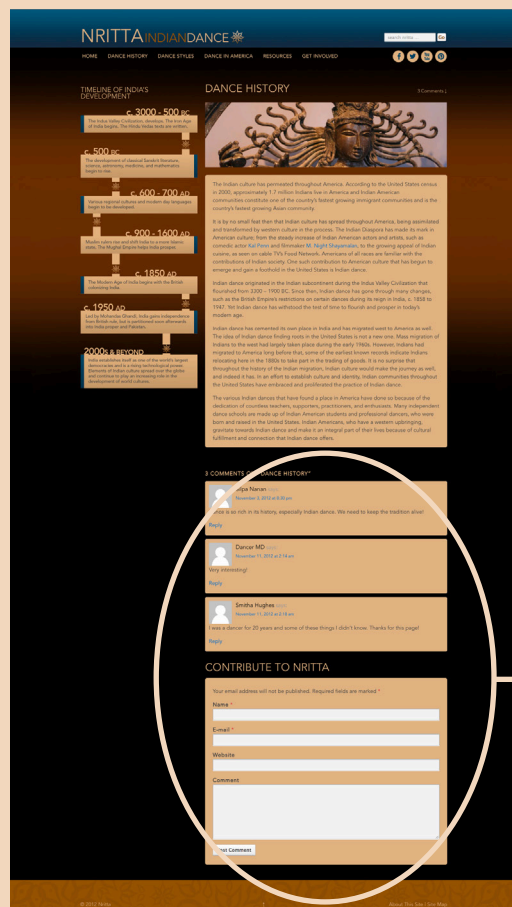


PROJECT COMPONENTS

DANCE HISTORY PAGE

This page contains information about the history of Indian dance. On the left is an infographic of a timeline outlining major events in the history and development of India. This element, along with the main content, helps to provide a basis for the rest of the site's content and information.

The “Contribute to Nritta” section at the bottom of the page allows users to post their own experiences, thoughts, and comments regarding the history and development of Indian dance. Providing this section adds user interactivity and an influx of more information, enhancing the content of the page.



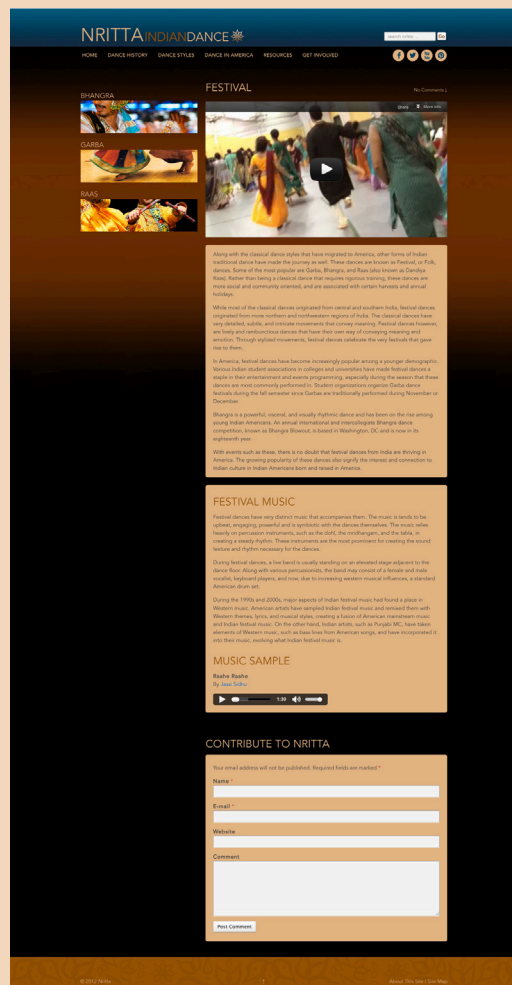
User comments add to and augment the content of the page. This feature is found on most of Nritta's pages.

PROJECT COMPONENTS

CLASSICAL, FESTIVAL, & BOLLYWOOD PAGES

These pages each contain a video that highlights an Indian American dancer of each style. They also contain descriptions of the dance style and the different elements associated with that style. Users can also listen to a music sample to gain an understanding of the type of music each style utilizes. The left side navigation allows users to explore the various dance type pages for the Classical and Festival styles. Bollywood does not have any sub-types, and thus its page contains elements that would normally be found on a dance type subpage (see subpage descriptions, page 18).

Users can post comments and information regarding the three dance styles at the bottom of each page.



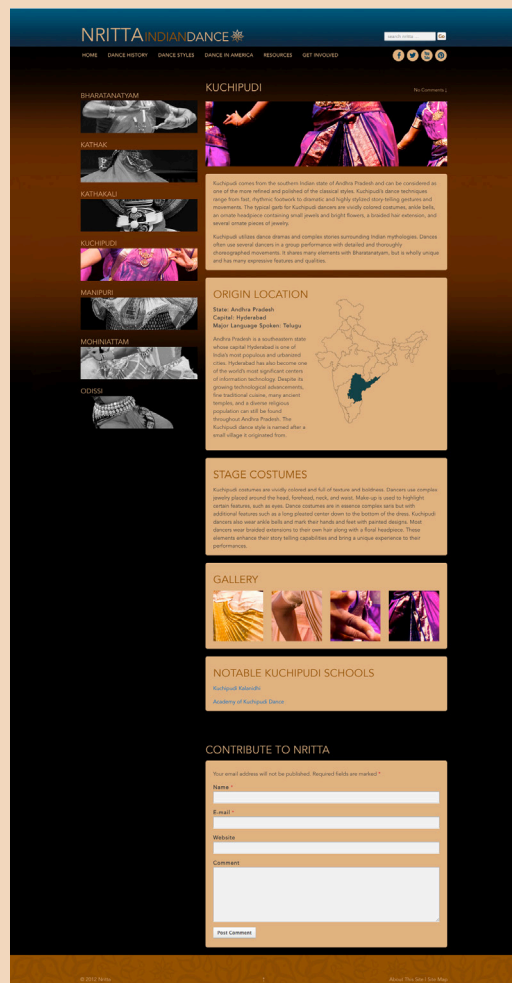
Festival Dance Page

PROJECT COMPONENTS

SUB-PAGES:
7 CLASSICAL DANCE TYPES
3 FESTIVAL DANCE TYPES

The seven classical and three festival dance type subpages feature detailed descriptions of the dance type, infographics with accompanying text outlining the origin location, information about stage costumes, image galleries, and lists of notable schools that teach that particular dance type in the United States.

At the bottom of each dance type subpage, users can once again post their own experiences, thoughts, and comments.



Kuchipudi dance type
subpage

PROJECT COMPONENTS

DANCE IN AMERICA PAGE

The Dance in America page provides detailed information of how Indian Americans perceive Indian dance as it is practiced and performed in the United States. Using Google Surveys, I conducted an online survey, which approximately 50 Indian Americans participated in. The respondents shared their thoughts on several different aspects of Indian dance. The results have been translated as infographics and are displayed on the left.

I have also showcased three specific Indian dance organizations based in the United States to illustrate how Indian dance is thriving in America. These organizations support, organize, and plan Indian dance events. Links are provided to these organizations' websites.

- **IDEA: Indian Dance Educators Association**
- **ARYA Dance Academy**
- **IAAC: the Indo-American Arts, Council, Inc.**

Lastly, I have included several responses from the survey to be featured on the site. These excerpts intimately reveal Indian Americans' perspectives on India dance in America and add a more personal and humanized touch to Nritta.



NRITTA

mfa/integrated design
thesis

PROJECT COMPONENTS

RESOURCES PAGES:

HAND GESTURES

The Hand Gestures page contains images of various hand gestures used in Indian classical dance. Each gesture lists several possible meanings. Users can post additional meanings to any of the listed gestures, or add hand gestures that are not listed.

TRANSCRIPTS

The Transcripts page contains a textual account of each of the video interviews. Users can find out more about each interviewee by clicking on their name, which links to their official website or organization's website. Users can also share their thoughts on how they themselves relate to dance or on the interviewees themselves.

DEFINITION & PRONUNCIATION GUIDE

The Definition & Pronunciation Guide page contains definitions and pronunciations of words from the site's written content that are Indian in origin. At the bottom, users can submit additional words, their definitions and their pronunciations.

BIBLIOGRAPHY

The Bibliography page lists all the written and electronic books and sites I referenced while creating Nritta. Links to each book's Amazon listing are provided. At the bottom, users can submit their recommendations or suggestions for books, sites, or other resources.

On each of the Resources pages, users can see the Twitter feed and like Nritta on Facebook via the social media widgets on the left.

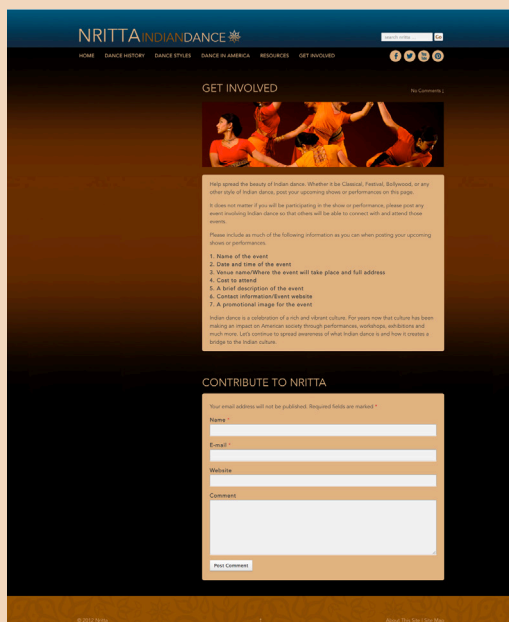
PROJECT COMPONENTS

GET INVOLVED PAGE

This page is meant to showcase the beauty of Indian dance by promoting upcoming, shows, performances, dance related events, news, exhibits, and advertisements. Users and dance communities are encouraged to submit their information by posting it in the "Contribute to Nritta" section at the bottom of the page.

Users will be asked to submit the following information when promoting their events:

- Name of the event
- Date and time of the event
- Venue name/Where the event will take place and full address
- Cost to attend
- A brief description of the event
- Contact information/Event website



NRITTA

mfa/integrated design
thesis

PROJECT COMPONENTS

SOCIAL MEDIA OUTLETS

FACEBOOK

www.facebook.com/nrittaindiandance

Because Facebook is the premiere social media and networking site, I have used it to promote Nritta to countless users and online communities, furthering its reach. Facebook is easily accessible to everyone, so users can use this platform to facilitate more active and robust conversations about the topics presented on Nritta. I have provided the opportunity for users to logon to Facebook and to like Nritta throughout the site.

TWITTER

www.twitter.com/nrittadance

Nritta's Twitter page plays a pivotal role by providing the means to quickly broadcast information to Nritta's followers about upcoming performances and Indian dance events. Users are able to view Nritta's Twitter feed throughout the site. This twitter feed was created using a WordPress plug-in.

VIMEO

www.vimeo.com/nritta

I have created a Vimeo channel for Nritta. This video-sharing website enables me to create a central hub in which I can post videos relating to Indian dance. Any subsequent videos of performances or events will be uploaded onto Nritta's Vimeo channel.

PINTEREST

www.pinterest.com/nritta

Pinterest is a photo-sharing social networking site that is gaining popularity throughout the online community. I decided to take advantage of Pinterest due to the vibrant imagery of Indian dance. On Nritta's Pinterest page, I can create and display a collection of the images from Nritta as well as images featured on other sites. Once posted, Pinterest users can browse these images, re-pin the ones they like, and continue to share the beauty of Indian dance.

NRITTA

mfa/integrated design
thesis

PROJECT COMPONENTS

VIDEO CONTENT (INTERVIEWS)

Nritta features three videos that I created. Each video focuses on one of the three main dance styles featured on Nritta (classical, festival, and Bollywood). These videos bring additional insight, information, quality, and integrity to the site. The videos also supplement the written and visual content of the site. Lastly, they expose to users the first-hand experiences of dancers who engage in these dance styles.

The interviewees were selected because of their close involvement with classical, festival, and Bollywood dance. Each interviewee shared his/her own experiences and thoughts of their respective style, revealing their intimate involvement with dance. Along with video footage to tell their stories, I also included still images provided by the interviewees to add to the storytelling aspect. By including these videos, users will be further exposed to the beauty and intricacies of Indian dance.

The videos were shot and edited using the following:

- Canon HD Vixia HG20 Video Camera
- Sunpak Platinum Plus 6600DX Tripod
- Elinchrom Photographic Softbox lighting equipment
- iPhone 4S, iOS 6
- Adobe Premiere Pro CS5
- Adobe After Effects CS5

INTERVIEWEES:

CLASSICAL

Chitra Kalyandurg
Classical (Kuchipudi) dancer
www.chitrakalyandurg.com

FESTIVAL

Nikhil Saralkar
Festival (Garba & Raas) dancer
www.stanford.edu/group/basmatiraas

BOLLYWOOD

Nirathi Rao Kalavapudi
Bollywood dancer
www.rhythmaya.com

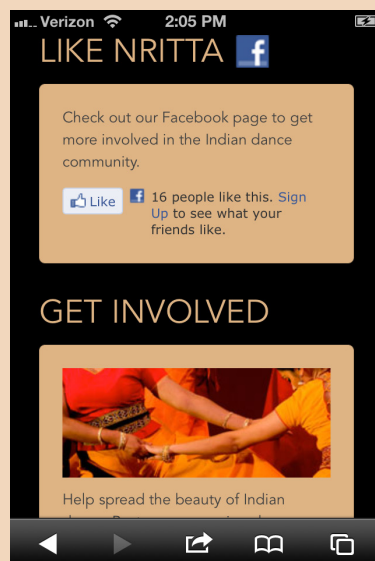
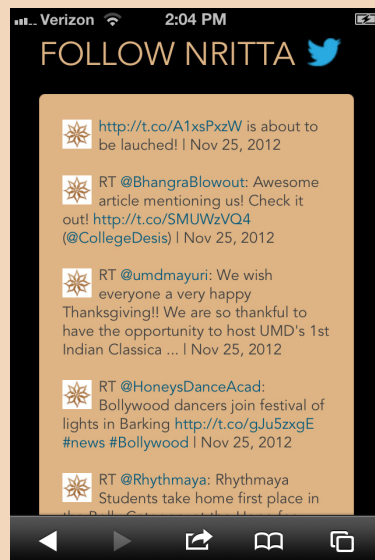
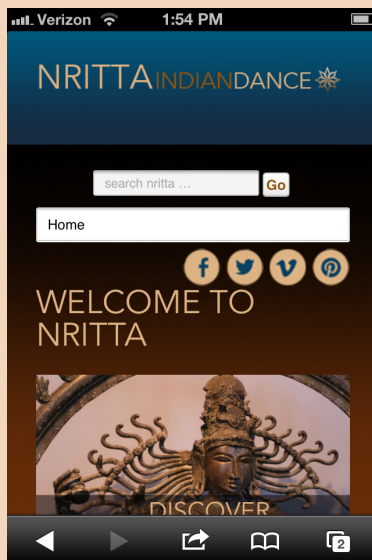
NRITTA

mfa/integrated design
thesis

PROJECT COMPONENTS

RESPONSIVE DESIGN

Most users today view web pages on devices other than the standard desktop computer. Nritta features a responsive user interface that is designed to provide an optimal viewing experience across multiple devices, such as smart phones and tablets. The responsive feature was included in the WordPress theme selected for Nritta. (for additional screenshots, see Appendix G, page 65)



NRITTA

mfa/integrated design
thesis

RESOURCES

The following is a list of resources I turned to while creating Nritta:

- Books (see Bibliography, page 31)
- Websites (see Bibliography, page 31)
- Dancers' first-hand experiences
- News articles
- Dance related events
- Dance performances
- Photographers
- Online forums
- Tutorials
- Reference materials
- Web development tools

I have also done the following:

- Attended Indian dance and cultural programs.
- Spoke to members of local Indian dance communities.
- Created surveys gathering primary research from two groups:
 - 1) Indian dance schools across America
 - 2) Indian Student Associations and college clubs across America
- Contacted international photographers to acquire high quality images.
- Contacted dance organizations across America to help promote Nritta.
- Interviewed dancers and choreographers.
- Researched the history and development of India.

NRITTA

mfa/integrated design
thesis

DISTRIBUTION & EXTENSIONS

ELECTRONIC

I intend Nritta to be distributed in a variety of ways. Facebook, Twitter, Vimeo, and Pinterest will serve as the primary means by which Nritta will be publicized and promoted. Using social media sites will enable Nritta to be viewed by an extremely wide audience and will allow it to function as a dynamic website. It will also provide for greater interaction between users and Nritta.

I also plan on promoting Nritta through the Indian dance schools that I reached out to during my research phase. These schools have countless students and are involved within their own dance communities. I plan on providing these schools with links to Nritta and Nritta's social media sites so that they can distribute Nritta to their listservs. I will also encourage them to promote their dance schools and events on Nritta.

Nritta will also be promoted through the Indian Student Associations and college clubs that I have contacted during my research phase. These organizations are very community oriented and their members are actively engaged in the promotion of Indian dance. Partnering with these associations will provide yet another outlet for Nritta to grow. I will contact the student leaders and encourage them to use Nritta as a tool for promoting their various dance related events. For example, college dance organizations such as University of Maryland's Mayuri will be able to promote their highly anticipated classical dance competition scheduled for early 2013.

Lastly, I will reconnect with the dance organizations featured on Nritta. Since these organizations focus on building awareness for the Indian dances and arts throughout North America, they serve as an excellent platform to further Nritta's reach.

Utilizing these resources, Nritta will be marketed and promoted to many communities throughout North America.

NRITTA

mfa/integrated design
thesis

DISTRIBUTION & EXTENSIONS

DESIGN CONTESTS & EVENTS

Design contests are effective ways to promote and publicize. I plan on entering the following design competitions in an effort to grow Nritta's following:

- AIGA
- Design Crowd
- Communication Arts Annuals
- Adobe Design Achievement Awards
- The Webby Awards

PRINT

I will also distribute a double-sided, full color handbill that was created specifically to be delivered to Indian communities, arts centers, retail shops, and dance studios. They will also be distributed at Indian and non-Indian dance events and performances.

To make accessing Nritta easy and convenient, I have included a QR Code on the handbill. Using a downloadable app people can scan this code and quickly access Nritta from their mobile devices.



Handbill
(front & back)

NRITTA

mfa/integrated design
thesis

CONCLUSION

Indian dance is a centuries old art form. Though its foundations lie in tradition, it is an art form that is continually evolving. Dance schools are conducting outreach programs via email and social media sites. Organizations use Facebook and other networking tools to promote events and performances. Students and practitioners are posting videos of performances on Vimeo and YouTube.

Indian dance will continue to be traditional in its essence. But it will find newer and more modern ways to reach its audiences. It will continue to grow and find audiences not only in the United States, but also all across the world through television shows, films, music, and dance competitions. Indian Americans will continue to be influenced by it and embrace it as they journey to find their identities.

Nritta will be a leading element in establishing a connection with a dancer looking to connect and network with other dancers across the country or world, or someone who is just curious about what Indian dance is. By making Nritta a living, breathing site that users can interact with, I have created a virtual forum for a beautiful art form that is needed in today's day and age.

NRITTA

mfa/integrated design
thesis

ACKNOWLEDGEMENTS

UNIVERSITY OF BALTIMORE FACULTY

I would like to extend my thanks to my thesis committee for helping me throughout the process of completing my thesis. Thank you Amy Pointer for teaching me so much, being my committee chair, and helping me realize my thesis from start to finish. Thank you Ed Gold for providing me with years of guidance and counsel and for all the positive encouragement throughout my graduate studies. Thank you Dave Patschke for your advice, recommendations, and suggestions that made my website the best it could be. Thank you Julie Simon for continually challenging me to better my videos in every way. I would like to also thank the rest of University of Baltimore's design faculty for their dedication to education and their furthering of the design field.

VIDEO INTERVIEWEES

Thank you to Nirathi Rao Kalavapudi, Chitra Kalyandurg, Nikhil Saralkar, and Andrew Sarkar for allowing me to interview you (sometimes twice) and taking the time out of your schedules to be a part of this. I am grateful for your participation and for you sharing with me your wealth of knowledge, experience, and emotions.

PHOTOGRAPHERS

Shez Areu... Thank you for so many beautiful photographs. And for the use of your lighting equipment and overall support as well. Thank you also to Sumantha Halder for the wonderful photographs. Thank you to Dmitry Rukhlenko and Lijesh Karunakaran for letting me use and taking the time to email me the beautiful and inspiring photographs that can be seen throughout Nritta. Thank you to the photographers whose images I acquired through Flickr and Picassa. Lastly, thank you to Nirathi Rao Kalavapudi and Nikhil Saralkar for the use of your photographs to enhance my videos.

DANCE SCHOOLS & ORGANIZATIONS

I would like to thank Anuradha Nehru at Kuchipudi Kalanidhi, Hybrid Rhythms, and the Rhythmaya School of Dance, for the use of their music, support, and resource materials. I would like to thank the following organizations for their support and encouragement: ARYA, Gujarati Samaj of Baltimore, IDEA, and the IAAC. I would also like to thank all the survey participants for their time and effort. Lastly I would like to thank everyone for their support and encouragement throughout this entire process.

NRITTA

mfa/integrated design
thesis

ACKNOWLEDGEMENTS

SPECIAL THANKS

I would like to say a very special thank you to my wife Silpa. You've been there with me every step of the way during this incredible journey. I can't thank you enough for always inspiring me to better myself in every way, for supporting me and encouraging me to accomplish my goals and ambitions, for pushing me to the finish line, and for being my Everything. I couldn't have done this without you!

Lastly, I would like to thank God and my Lord and savior, Jesus Christ. Through Him, all things are possible!

BIBLIOGRAPHY

BOOKS

Arnheim, Rudolf. 1974.

Art and Visual Perception: A Psychology of the Creative Eye.
Berkeley & Los Angeles: University of California Press

Bhatia, Sunil. 2007.

American Karma: Race, Culture, and Identity in the Indian Diaspora.
New York & London: New York University Press

A Board of Scholars.

The Natya Sastra. Delhi: Sri Satguru Publications.

Chakravarty, Amiya (editor). 1961.

A Tagore Reader. London: Macmillan & Co. LTD.

Eraly, Abraham; Khan, Yasmin; Michell, George; Saran, Mitali. 2008.

India. New York: DK Publishing

Huntington, Susan L. 2006.

The Art of Ancient India. Boston: Weatherhill.

Jensen, Joan M. 1988.

Passage from India: Asian Indian Immigrants in North America.
New Haven & London: Yale University Press

Khokar, Mohan. 1985.

The Splendours of Indian Dance. New Delhi: Himalayan Books.

Kothari, Sunil & Pasricha, Avinash. 2001.

Kuchipudi: Indian Classical Dance Art. New Delhi: Abhinav Publications.

Kvernen, Elisabeth. 2009.

Calligraphy Qalam: An Introduction to Arabic, Ottoman and Persian
Calligraphy. Baltimore: University of Baltimore, Langsdale Library

Lynton, Ronken H. 1995.

Born To Dance. Hyderabad: Orient Longman Limited.

BIBLIOGRAPHY

BOOKS

Massey, Reginald. 2004.

India's Dances: Their History, Technique and Repertoire.
New Delhi: Abhinav Publications.

Meyer, Kem. 2009.

Less Clutter. Less Noise. Camby: Thirty:One Press

Mora Cano, Mariana C. 2011.

Visualizing Information Graphics: How to Design Effective Charts and
Graphs. Baltimore: University of Baltimore, Langsdale Library

Patschke, David. 2011.

Designing for Fingers: Tablet Publication.
Baltimore: University of Baltimore, Langsdale Library

Satyanarayana, Andavilli & Surya Rao, Pemmaraju. 1994.

Dr. Vempati: Maestro with a Mission. Vijayawada: SSV Associates

Shukla, Sandhya. 2003.

India Abroad: Diasporic Cultures of Postwar America and England.
Princeton: Princeton University Press

Subramanian, Shoba. 2011.

Performing Identities: South Asians in the Diaspora. Towson:
Towson University

Vatsyayan, Kapila. 1968.

Classical Indian Dance in Literature and the Arts.
New Delhi: Sangeet Natak Akademi.

Venkataraman, Leela & Pasricha, Avinash. 2002.

Indian Classical Dance: Tradition In Transition. New Delhi: Roli Books.

NRITTA

mfa/integrated design
thesis

BIBLIOGRAPHY

WEBSITES

Art India

www.artindia.net

Arya Dance Academy

www.aryaintl.com

Bhangra Blowout

www.bhangrablowout.com

Bhangra History – Development of Bhangra

www.punjabonline.com/servlet/library.history?Action=Bhangra

Bhangra: Music and Dance from the Punjab

http://chandrankantha.com/articles/indian_music/bhangra.html

Indian Student Associations

Bollywood Dancers Guide

www.bollywooddancersguide.com

Bollywood World

www.bollywoodworld.com/whatisbollywood

Chitra Kalyandurg

www.chitrakalyandurg.com

Desi Dance Teams

www.desidanceteams.com/main

Facebook

www.facebook.com

Flickr

www.flickr.com

Fonts

www.fonts.com

NRITTA

mfa/integrated design
thesis

BIBLIOGRAPHY

WEBSITES

Garam Chai

www.garamchai.com

Gujarati Samaj of Baltimore

gujaratisamajbaltimore.com/Default.aspx

A Historical Perspective of Americans of Asian Indian Origin

www.infinityfoundation.com/mandala/h_es/h_es_korit_histical.htm

History of American Bhangra

www.americanbhangra.com/americanbhangrahistory.php

IDEA: Indian Dance Educators Association

www.ideadancers.org

I Love India

<http://dances.iloveindia.com>

Indian Classical Dance – History

<http://library.thinkquest.org/C006203/cgi-bin/stories.cgi?article=main§ion=dance/classical&frame=story>

Indian Dance

www.indian-heritage.org/dance/dhan5.htm

India Heritage: A Living Portrait of India

www.indiaheritage.org/perform/perform.htm

Indian Student Associations

www.thokalath.com/overseas/indian_students_associations.php

IndianetZone: Indian Dances

www.indianetzone.com

Maps of India

www.mapsofindia.com/india-dance.html

NRITTA

mfa/integrated design
thesis

BIBLIOGRAPHY

WEBSITES

Namaste, Netizen

www.carnatic.com

Online Bharatanatyam

<http://onlinebharatanatyam.com/2007/09/ardhapataka-hand-gesture-mudra>

Overview of Indian Dance

www.chandrantha.com/articles/indian_music/nritya.html

Pinterest

www.pinterest.com

Rangashree: Dances of India

rangashree.org/dance-costumes.html

Shammi Pithia

www.shammipithia.com

Stock Image Bank

stockimagebank.com

Tarang: Classical Indian Dance and Music

http://tarang-classical-indian-music.com/indian_dance_links_and_infos.htm

Twitter

www.twitter.com

Vimeo

www.vimeo.com

Wikipedia

http://en.wikipedia.org/wiki/Main_Page

YouTube

www.youtube.com

NRITTA

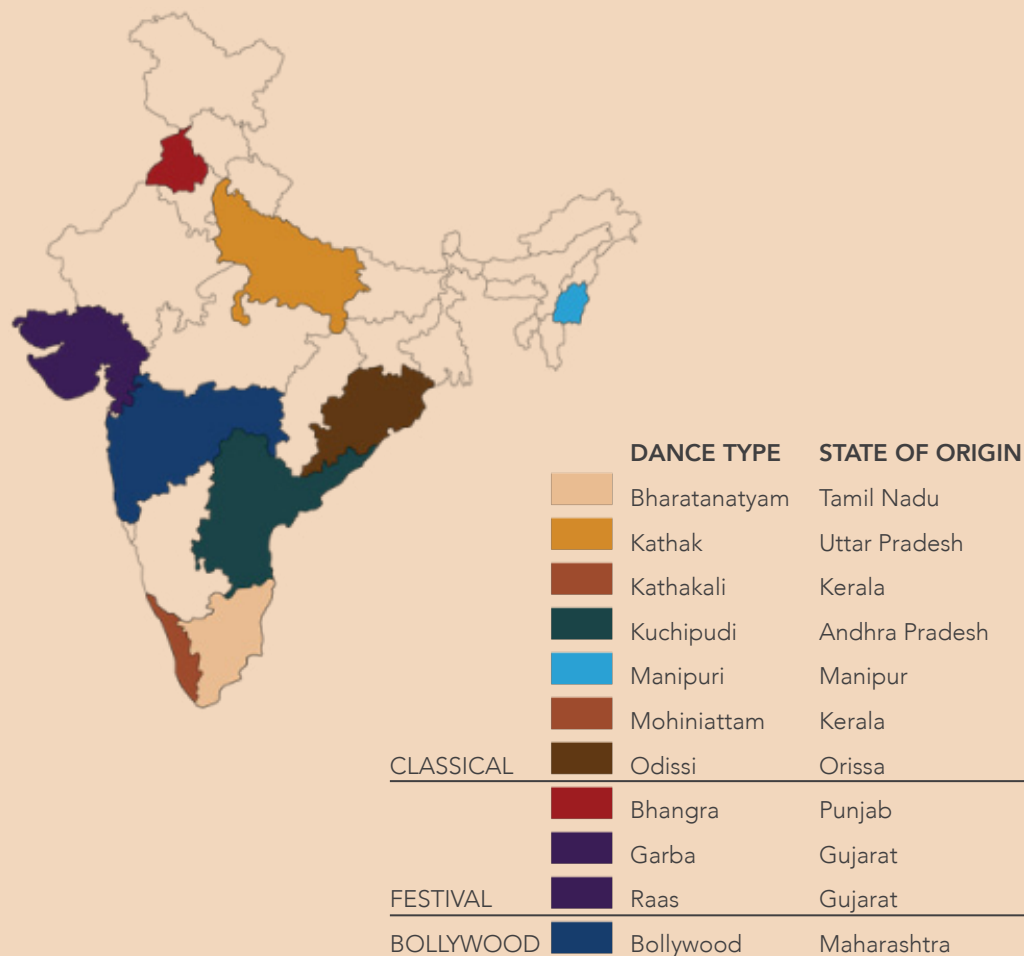
mfa/integrated design
thesis

APPENDIX A: MAP INFO-GRAPHIC

MAP INFO-GRAPHIC

Using Adobe Illustrator, I created an infographic map of India. Different colors highlight the states that different dance types originate from. Topographically, it is evident that, with the exception of Kathak and Manipuri, mostly all of the classical dances originate from southern India (Manipuri is the only dance type that originates from the far eastern region of India). The festival dances mainly originate from northern India, and Bollywood originates from central India.

This infographic can be seen on Nritta's Home page. Variations of the map can be seen on each of the dance type subpages.



APPENDIX B: SURVEY RESULTS

SURVEY QUESTIONNAIRE

In the Fall of 2011 and Spring of 2012 I created and distributed an online survey using Google Surveys. It was distributed to Indian dance schools and Indian student associations throughout the United States. The survey was meant to collect data from students, teachers, and choreographers surveying how they perceive Indian dance as it is fostered in America. It was also meant to see if Indian dance is a means by which Indian Americans can connect to the Indian culture. Approximately fifty people responded to this survey in earnest detail.

The results of the survey are as follows:

Fifty percent of the respondents are 31 years or older, 30% are ages 21-30, and 20% are ages 10-20. Fifty-nine percent of the respondents were born in India, 36% were born in America, and 5% were born in other countries. Seventy-two percent of the respondents perform(ed) one or more types of classical dance, 13% perform(ed) one or more types of festival dance, and 15% perform(ed) Bollywood dance. Forty-three percent of the respondents have been dancing for 1-10 years, 25% have been dancing 11-20 years, and 32% have been dancing 21-30 years. Ninety-one percent of the respondents indicated that dancing is a way for them to connect to the Indian culture, while 9% feel oppositely. Fifty-seven percent of the respondents feel Indian dance is an extension of the Indian culture, 12% feel it is an independent art form, and 31% see it as both. And lastly, Seventy percent of the respondents will continue to dance into later adulthood, while 30% will not.

SURVEY QUESTIONS

01. How old are you?
02. What city and state were you born in?
03. What kind of Indian dance do you currently perform, or have performed in the past?
04. How long have you been dancing?
05. Is dancing a way for you to connect with the Indian culture?
06. Does being involved with Indian dance make you feel more "Indian"?
07. Do you see yourself continuing to dance into later adulthood?
08. Do you see yourself exposing your children/future children to Indian dance?
09. Do you think Indian dance is an extension of Indian culture or just an art form independent of Indian culture?
10. How much of an impact do you think Indian dance has made on American culture/society?

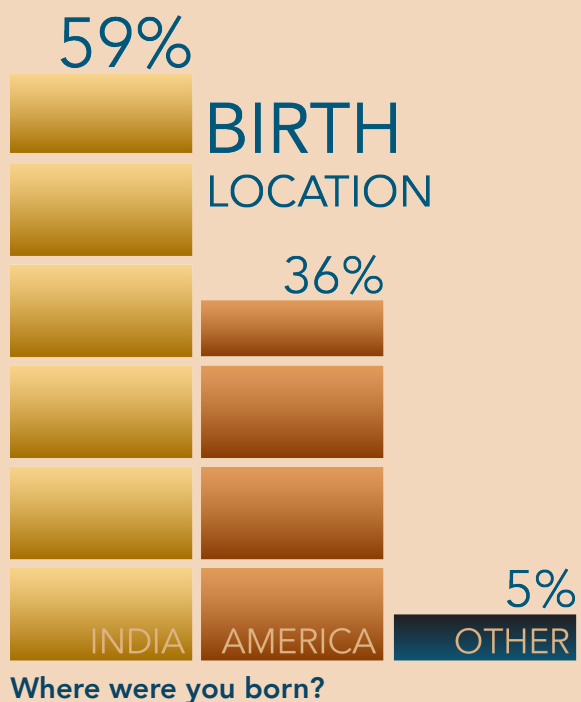
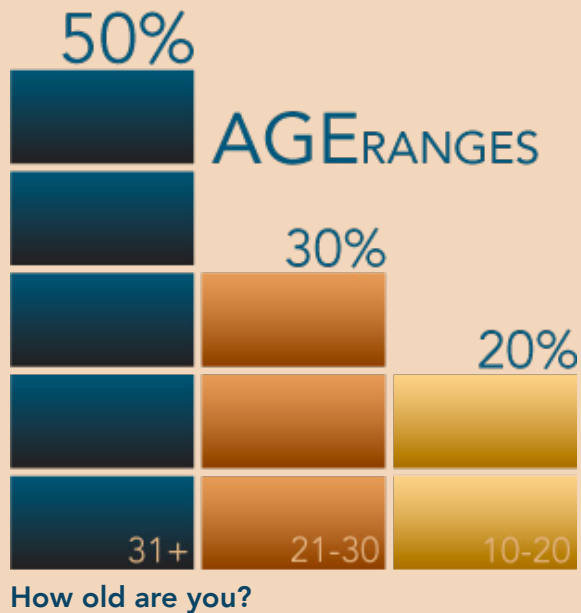
NRITTA

mfa/integrated design
thesis

APPENDIX B: SURVEY RESULTS

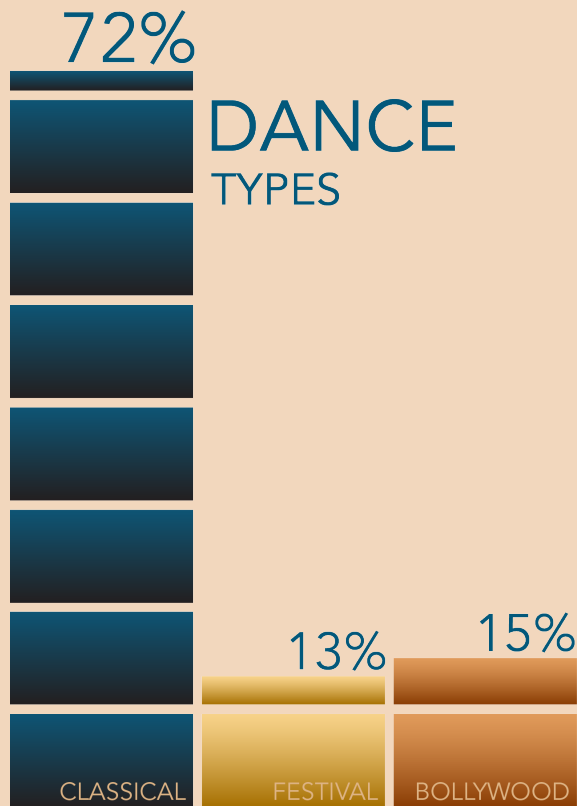
SURVEY RESULTS: INFO-GRAPHICS

I created a series of infographics based on the results of the survey.
These infographics can be seen on Nritta's Dance in America page.



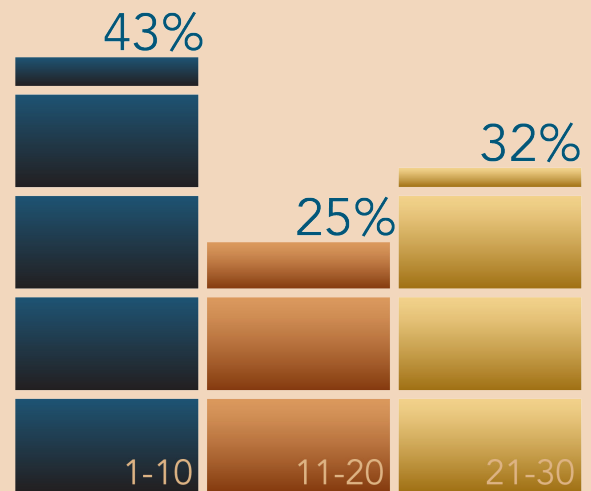
APPENDIX B: SURVEY RESULTS

SURVEY RESULTS: INFO-GRAPHICS



What kind of Indian dance do you perform or performed in the past?

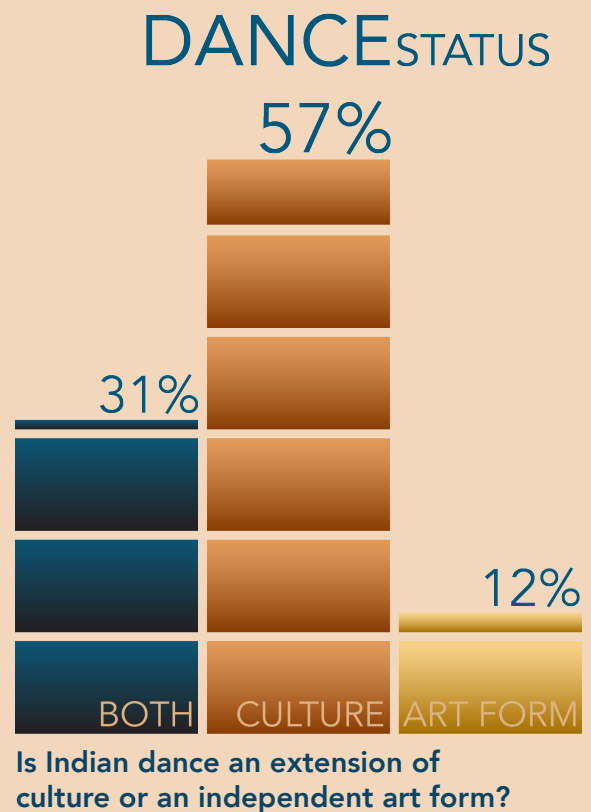
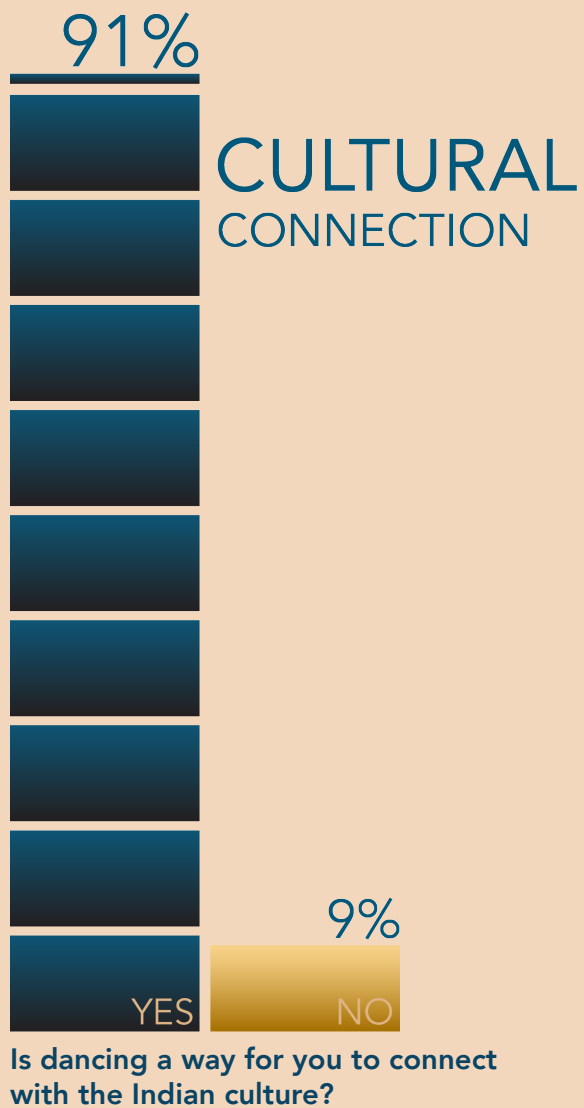
YEARS DANCING



How long have you been dancing?

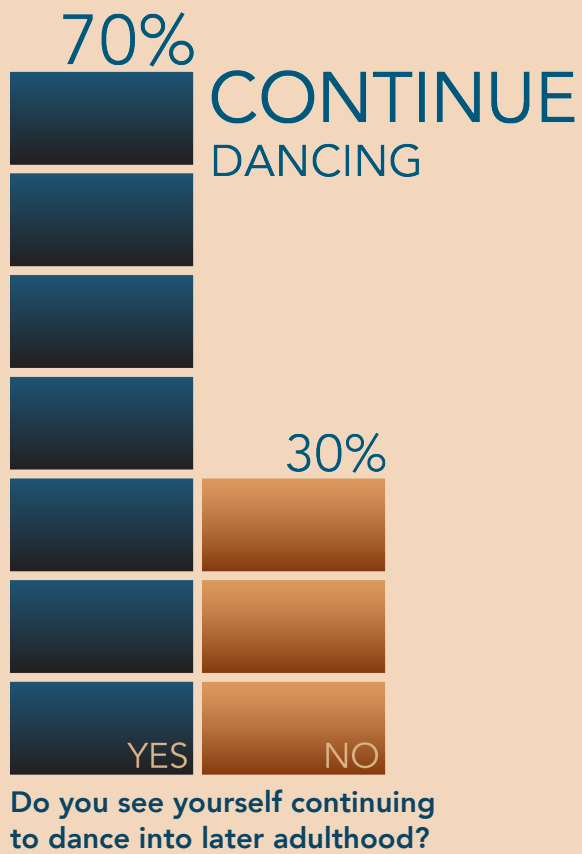
APPENDIX B: SURVEY RESULTS

SURVEY RESULTS: INFO-GRAPHICS



APPENDIX B: SURVEY RESULTS

SURVEY RESULTS: INFO-GRAPHICS



APPENDIX B: SURVEY RESULTS

SURVEY EXCERPTS

The following excerpts are taken from responses to the survey. They are answers to the question: *How much of an impact do you think Indian dance has made on American culture/society?* These excerpts can also be seen on Nritta's Dance in America page.

"I think it is starting to make a significant impact on American culture. Indian dance has now migrated into the second generation of Indian Americans, so it has now also become an American art form. Classical Indian dance is becoming rather prevalent in urban art communities. You see many Indian dance festivals taking shape each year, showcasing local, national and international artists. There is much more awareness of Indian dance in this country. Dancers are doing a lot of outreach to younger generations through school programming. This cultivates knowledge and appreciation among new audiences."

— Anonymous Classical Dancer

"It has made a lot of impact since almost every college has at least, if not more, one Indian dance team. These teams don't just stick to their own school though, they also compete at other schools with other teams of the same form of dance. I've been blessed with an opportunity to be a part of this and have competed with my bhangra team against other bhangra teams at different states. College students wouldn't seem like the ones to be "fobbed" out but trust me, they go all out with their pride and love for the country. Everyone is exposed since these showcases are usually advertised to every nationality to view what Indian dance is like."

— Anonymous Festival Dancer

"I think there's been a significant impact in the past 10 years. For example, there's not a single Indian youth in this country that isn't familiar with Jay-Z's collaboration with Panjabi MC; once this song starts playing people of all races and backgrounds make a beeline to the dance floor. The annual Bhangra Blowout competition that takes place in DC was initially just known to the Indian community. As it grew in popularity, the Washington Post and other forms of local media began covering the event and other similar Indian events of similar size and scope."

— Anonymous Bollywood Dancer

APPENDIX C: SURVEY PARTICIPANTS (SCHOOLS)

NORTHEAST UNITED STATES

Name: School of Classical & Creative Dance
Dance Type: Classical
Location: Connecticut
Site: (email) debarati_b@hotmail.com

Name: Bhaktilila Institute of Performing Arts
Dance Type: Bharatanatyam
Location: Connecticut
Site: www.bharatanatyamct.com

Name: "Rachita Nambiar"
Dance Type: Bharatanatyam
Location: Delaware
Site: (email) carnatic03@yahoo.com

Name: Jhankaar Bollywood
Dance Type: Bharatanatyam, Kathak
Location: Delaware
Site: www.nishapunjabi.com

Name: Kuchipudi Kalanidhi
Dance Type: Kuchipudi
Location: Maryland
Site: www.kalanidhi.org

Name: Natyabhoomi School of Indian Dance
Dance Type: Bharatanatyam
Location: Maryland
Site: www.dance-dc.com

Name: Dakshina Dance Company
Dance Type: Bharatanatyam, Fusion
Location: Maryland
Site: www.dakshina.org

Name: Chhandam Institute of Kathak Dance
Dance Type: Kathak
Location: Massachusetts
Site: www.chhandika.org

Name: Jhumka Dance Company
Dance Type: Bollywood
Location: Massachusetts
Site: sites.google.com/jhumkadancecompany

Name: Aangikam Dance Academy
Dance Type: Bharatanatyam, Manipuri
Location: New Hampshire
Site: www.aangikam.com

Name: "Neha Parikh"
Dance Type: Mohiniattam, Bollywood
Location: New Hampshire
Site: (email) neha_parikh49@yahoo.com

Name: Aditi Dance School
Dance Type: Bharatanatyam, Bollywood
Location: New Jersey
Site: www.aditidance.com

Name: Nritya Creations Academy of Dance
Dance Type: Odissi, Manipuri, Bollywood
Location: New Jersey
Site: www.nrityacreations.com

Name: The Anamika-Navatman Project
Dance Type: Bharatanatyam
Location: New York
Site: www.navatman.org

Name: Nava Nritya Dance Academy
Dance Type: Manipuri, Kathakali
Location: Pennsylvania
Site: www.navanritya.org

Name: Courtyard Dancers
Dance Type: Kathak, Bollywood
Location: Pennsylvania
Site: www.courtyarddancers.org

APPENDIX C: SURVEY PARTICIPANTS (SCHOOLS)

Name: Center for Kuchipudi Dance
Dance Type: Kuchipudi
Location: Pennsylvania
Site: www.kuchipudidancecenter.com

Name: Tarana Dance Centre
Dance Type: Kathak
Location: Florida
Site: www.taranadancecentre.com

Name: Manisha: The Wisdom of India
Dance Type: Bharatanatyam
Location: Rhode Island
Site: www.ridance.com/riindia.html

Name: Kruti Dance Academy
Dance Type: Bharatanatyam, Bollywood
Location: Georgia
Site: www.kruti.com

Name: "Anitha Reddy"
Dance Type: Bharatanatyam
Location: Rhode Island
Site: (email) anithareddy@yahoo.com

Name: Academy of Kuchipudi Dance
Dance Type: Kuchipudi
Location: Georgia
Site: www.kuchipudi.us

SOUTHEAST UNITED STATES

Name: Shivalaya School of Dance
Dance Type: Bharatanatyam
Location: Alabama
Site: (email) raghuramn@hotmail.com

Name: Anusha Ravishankar
Dance Type: Bharatanatyam
Location: Kentucky
Site: www.anusharavishankar.com

Name: Natyananda: Dance of India
Dance Type: Bharatanatyam
Location: Alabama
Site: www.natyananda.com

Name: Amruthananda Bharatanatyam School
Dance Type: Bharatanatyam
Location: Louisiana
Site: (email) nalini.r@att.net

Name: Arkansas Academy for Indian Arts
Dance Type: Bharatanatyam, Mohiniyattam
Location: Arkansas
Site: sites.google.com/site/arkansasaipa

Name: Nritya School of Dance
Dance Type: Classical
Location: Louisiana
Site: (phone) 504-885-4258

Name: "Paromita Bhaumik"
Dance Type: Bharatanatyam, Odissi
Location: Arkansas
Site: (email) paroriya@yahoo.com

Name: Ashwini Kathak Dance Academy
Dance Type: Kathak
Location: North Carolina
Site: www.ashwinigogate.com

Name: Padmasri Dance Academy
Dance Type: Bharatanatyam
Location: Florida
Site: www.padmasri.org

Name: Laasya School of Dance & Music
Dance Type: Bharatanatyam
Location: North Carolina
Site: www.laasya.org

APPENDIX C: SURVEY PARTICIPANTS (SCHOOLS)

Name: Kathak Dance Academy
Dance Type: Kathak
Location: North Carolina
Site: www.kathakbeat.com

Name: Pani Dance Academy
Dance Type: Odissi
Location: North Carolina
Site: www.jiwanpani.com

Name: Nrithyanjali School of Dance
Dance Type: Kathak, Kuchipudi, Odissi
Location: South Carolina
Site: www.nrithyanjalisc.com

Name: Taal: School of Dance & Indian Arts
Dance Type: Kathak, Bollywood
Location: South Carolina
Site: www.dancetaal.com

Name: Nritanjali
Dance Type: Bharatanatyam
Location: Tennessee
Site: (phone) 901-438-5419

Name: Kala Nivedanam
Dance Type: Bharatanatyam
Location: Tennessee
Site: home.comcast.net/~kalanivedanam/

Name: Jayantika Dance Company
Dance Type: Odissi, Kathak, Mohiniattam
Location: Virginia
Site: www.konarkdanceschool.org

Name: Nritya Niketan
Dance Type: Bharatanatyam
Location: Virginia
Site: www.nrityaniketan.com

Name: Roomjhoom Nrityalaya
Dance Type: Kathak, Bharatanatyam
Location: Virginia
Site: www.i-indianclassicaldancer.com

Name: Kalavaridhi
Dance Type: Bharatanatyam
Location: Virginia
Site: www.kalavaridhi.org

SOUTHWEST UNITED STATES

Name: Apsara Dance Academy
Dance Type: Bollywood
Location: Arizona
Site: apsaradance.webs.com

Name: Mayuri Dance School
Dance Type: Kathak, Bollywood
Location: Arizona
Site: www.mayuridanceschool.com

Name: Deepshikha Dance
Dance Type: Bharatanatyam
Location: New Mexico
Site: www.deepshikhadance.com

Name: Nyika/Mudra
Dance Type: Kathak
Location: New Mexico
Site: www.yamunawali.com

Name: Arathi School of Indian Dance
Dance Type: Kuchipudi, Bharatanatyam
Location: Texas
Site: www.arathidance.com

Name: Upasana Kalakendra
Dance Type: Bharatanatyam, Mohiniyattam
Location: Texas
Site: www.upasanakalakendra.com

APPENDIX C: SURVEY PARTICIPANTS (SCHOOLS)

Name: Ellora Center for Performing Arts
Dance Type: Bharatanatyam
Location: Texas
Site: www.satyavani.com

Name: Natya Leela Academy
Dance Type: Bharatanatyam
Location: Oregon
Site: www.natyaleela.com

WESTERN UNITED STATES

Name: California Nupur Dance Academy
Dance Type: Kathak
Location: California
Site: www.calnda.com

Name: Anjali School of Dance
Dance Type: Bharatanatyam
Location: Oregon
Site: home.anjalidance.com

Name: Shakti Bhakti
Dance Type: Odissi
Location: California
Site: www.shaktibhakti.com

Name: The Kalabharathi School of Dance
Dance Type: Bharatanatyam
Location: Oregon
Site: www.kalabharathi.com

Name: Chitresh Das Dance Company
Dance Type: Kathak
Location: California
Site: www.kathak.org/site/kathak/

Name: "Jayanthi Raman"
Dance Type: Bharatanatyam
Location: Oregon
Site: www.jayanthiraman.com

Name: Shivam Arts
Dance Type: Kathak
Location: California
Site: www.shivamartsdance.com

Name: Divya School of Dance
Dance Type: Classical & Bollywood
Location: Utah
Site: www.divyaschoolofdance.com

Name: Koothambalam Bharatanatyam
Dance Type: Bharatanatyam
Location: Colorado
Site: www.dakinidesigns.net

Name: Rhythms of India
Dance Type: Kathak, Bollywood, Bhangra
Location: Washington
Site: www.rhythmsofindia.net

Name: Shivanjali Center for Fine Arts
Dance Type: Bharatanatyam
Location: Colorado
Site: www.shivanjali.org

Name: Nrithya Mandir School of Dance
Dance Type: Bharatanatyam
Location: Washington
Site: (email) swethaashwin@yahoo.com

Name: "Sudha Chalasani"
Dance Type: Kuchipudi
Location: Nevada
Site: (email) sudhaguttikonda@yahoo.com

Name: Abhinay School of Dance and Music
Dance Type: Bharatanatyam
Location: Washington
Site: www.abhinayschool.org

APPENDIX C: SURVEY PARTICIPANTS (SCHOOLS)

MIDWESTERN UNITED STATES

Name: Nritya Geethanjali Dance Academy
Dance Type: Bharatanatyam
Location: Illinois
Site: www.anupamarajesh.com

Name: Natraj Dance Academy
Dance Type: Kuchipudi, Mohiniattam
Location: Illinois
Site: www.natrajdance.com

Name: Anila Sinha Foundation
Dance Type: Kathak
Location: Illinois
Site: www.asfkathak.net

Name: Center for Indian Performing Arts
Dance Type: Bharatanatyam
Location: Illinois
Site: www.kalapriya.org

Name: Aradhana Institute of Dance
Dance Type: Bharatanatyam
Location: Indiana
Site: www.aradhanadance.com

Name: Nrithyabharahi
Dance Type: Bharatanatyam
Location: Indiana
Site: sites.google.com/site/nrithyabharathi1

Name: Indian Dance with Shaama
Dance Type: Kathak, Bollywood
Location: Iowa
Site: www.kathakwendy.com

Name: Nritya School of Indian Dance
Dance Type: Bharatanatyam
Location: Iowa
Site: www.gatewaydance.org

Name: Srutilaya Dance School
Dance Type: Bharatanatyam
Location: Iowa
Site: www.madhudance.com

Name: Nritya School of Dance
Dance Type: Bharatanatyam
Location: Kansas
Site: www.nritya.org/arts.ks.gov/roster/dance/nritya.shtml

Name: Srishti Dances of India
Dance Type: Odissi
Location: Michigan
Site: www.srishtidances.com

Name: Laasya School of Indian Dance
Dance Type: Bharatanatyam
Location: Michigan
Site: (email) laasyasid@yahoo.com

Name: Bharatha Choodamani Academy
Dance Type: Bharatanatyam
Location: Michigan
Site: (email) induvadana@hotmail.com

Name: Nrityalaya Dance School
Dance Type: Bharatanatyam, Kuchipudi
Location: Minnesota
Site: www.nrityalaya.org

Name: Katha Dance Theatre
Dance Type: Kathak
Location: Minnesota
Site: www.kathadance.org

Name: Soorya Dance Company
Dance Type: Bharatanatyam, Kathak
Location: Missouri
Site: www.sooryadance.com

NRITTA

mfa/integrated design
thesis

APPENDIX C: SURVEY PARTICIPANTS (SCHOOLS)

Name: Dances of India
Dance Type: Bharatanatyam
Location: Missouri
Site: www.dancesofindiastlouis.org

Name: Kuchipudi Dance Academy
Dance Type: Kuchipudi
Location: Nebraska
Site: (email) kuchipudiomaha@yahoo.com

Name: Nalanda School of Dance
Dance Type: Bharatanatyam
Location: Ohio
Site: www.nalandaschoolofdance.com

Name: Ratanpur Tarana Dance School
Dance Type: Kathak
Location: Ohio
Site: www.rtdanceschool.com

Name: Satya Kuchipudi Dance Academy
Dance Type: Kuchipudi
Location: Ohio
Site: (email) kvsdance@hotmail.com

Name: Natyarpana Dance Company
Dance Type: Bharatanatyam
Location: Wisconsin
Site: www.natyarpana.com

Name: Kalaanjali School of Dance & Music
Dance Type: Bharatanatyam
Location: Wisconsin
Site: www.kalaanjali.com

APPENDIX D: SURVEY PARTICIPANTS (CLUBS)

NORTHEASTERN UNITED STATES

School: University of Hartford (Connecticut)
Name: EKTA: Indian Student Association
Site: uhaweb.hartford.edu/ekta/Home%20new.htm

School: University of Delaware
Name: Indian Graduate Student Association
Site: udel.edu/stu-org/igsa/

School: University of Maryland (Baltimore County)
Name: South Asian Student Association
Site: www.wix.com/umbcsasa/about

School: University of Maryland (Baltimore County)
Name: Adaa: S. Asian Student Dance Team
Site: www.facebook.com/umbc.adaa

School: University of Maryland (College Park)
Name: Indian Student Association
Site: www.isaumd.com/index.html

School: University of Massachusetts (Amherst)
Name: Indian Student Association
Site: www.umass.edu/isa/Indian_Students_Association/Welcome.html

School: Dartmouth College (New Hampshire)
Name: Milan: S. Asian Student Association
Site: www.dartmouth.edu/~milan/index.html

School: Princeton University (New Jersey)
Name: South Asian Student Association
Site: www.princeton.edu/~sasa

School: Columbia University (New York)
Name: TAAL
Site: www.columbia.edu/cu/taal/

School: Lehigh University (Pennsylvania)
Name: Indian Students Association
Site: www.lehigh.edu/~inisa/

School: Brown University (Rhode Island)
Name: South Asian Student Association
Site: students.brown.edu/SASA/

School: University of Vermont
Name: Indian Student Association
Site: www.uvm.edu/~isa/index.html

SOUTHEASTERN UNITED STATES

School: University of South Alabama
Name: The Indian Students Association
Site: www.usouthal.edu/india/index2.html

School: University of Arkansas
Name: Friends of India
Site: www.uark.edu/rso/india/index.html

School: University of North Florida
Name: Indian Cultural Association
Site: www.unf.edu/groups/ica/index1.html

School: University of Georgia
Name: Indian Students Association
Site: isa.uga.edu/home.html

School: University of Louisville (Kentucky)
Name: Indian Student Association
Site: louisville.edu/rso/isa

School: Louisiana State University
Name: Indian Student Association
Site: www.lsu.edu/student_organizations/isa

APPENDIX D: SURVEY PARTICIPANTS (CLUBS)

School: University of Mississippi
Name: India Association
Site: www.olemiss.edu/orgs/ia/ia.html

School: Univ. of North Carolina (Chapel Hill)
Name: Sangam
Site: uncsangam.org/home/index.html

School: Univ. of South Carolina (Columbia)
Name: Indian Student Organization
Site: web.sa.sc.edu/indiansa/

School: University of Tennessee (Knoxville)
Name: Manthan
Site: web.utk.edu/~manthan/p/010_home

School: University of Virginia
Name: Indian Student Association
Site: www.student.virginia.edu/isa/index.html

School: West Virginia University
Name: Indian Students Association
Site: indians.studentorgs.wvu.edu/

SOUTHWESTERN UNITED STATES

School: Arizona State University
Name: Indian Students Association
Site: sites.google.com/site/isaasu/home

School: Univ. of New Mexico (Albuquerque)
Name: India Students Association
Site: www.unm.edu/~hindusta/home.html

School: University of Oklahoma (Norman)
Name: India Student Association
Site: www.ou.edu/student/isaatou/index.html

School: University of Texas (Austin)
Name: Indian Students Association
Site: ut-isa.org/

WESTERN UNITED STATES

School: University of California (Irvine)
Name: Indian Subcontinental Club
Site: www.irvineisc.com/

School: Colorado State University
Name: Indian Students' Association
Site: lamar.colostate.edu/~indians/

School: University of Idaho
Name: Indian Students Association
Site: www.uiweb.uidaho.edu/student_organizations/isa/

School: Montana State University
Name: Indian Students Association
Site: www.montana.edu/isa/

School: University of Las Vegas (Nevada)
Name: Maitri: Indian Students Association
Site: clubs.unlv.edu/maitri/file/ISA_Home.html

School: Portland State University (Oregon)
Name: Indian Student Association
Site: www.isa.pdx.edu/isa/news.php

School: Utah State University
Name: Indian Students Association
Site: www.usu.edu/isa/Home.php

School: University of Washington
Name: The Indian Student Association
Site: students.washington.edu/uwisa/

School: University of Wyoming
Name: Milaap: Indian Student Organization
Site: www.uwyo.edu/indiastudents/index.html

APPENDIX D: SURVEY PARTICIPANTS (CLUBS)

MIDWESTERN UNITED STATES

School: Univ. of Illinois (Champaign-Urbana)
Name: Indian Student Association
Site: www.isaillinois.com

School: Indiana State University
Name: Indian Student Association
Site: mama.indstate.edu/users/india/#home

School: Iowa State University
Name: Indian Students' Association
Site: india.stuorg.iastate.edu/

School: Kansas State University
Name: Indian Students Association
Site: www.k-state.edu/isa/

School: University of Michigan
Name: Indian Students Association
Site: umisa.org

School: University of Minnesota
Name: Indian Student Association
Site: www.tc.umn.edu/~indians/

School: University of Missouri (Columbia)
Name: Cultural Association of India
Site: web.missouri.edu/~umcmedmayur/tarang/main.htm

School: University of Nebraska (Omaha)
Name: Indian Students Association
Site: www.unomaha.edu/~india/index.html#

School: University of North Dakota
Name: Student Association of India
Site: www.und.edu/org/ica/main-ICA.htm

School: Ohio State University
Name: Indian Students' Association
Site: www.isaosu.com/isaweb/

School: S. Dakota School of Mines & Tech.
Name: India Club
Site: indiaclub.weebly.com/index.html

School: University of Wisconsin (Madison)
Name: India Student Association
Site: www.isa.rso.wisc.edu/index.html

NRITTA

mfa/integrated design
thesis

APPENDIX E: MUSIC/SONGS

Three musical pieces/songs are featured on Nritta. They can be found at the bottom of the Classical, Festival, and Bollywood pages. These pieces are .wav files, enabling them to be accessed by smart phones and by multiple browsers, including Chrome, Firefox, and Safari. Users are able to listen to these pieces, via an audio player, to gain a better understanding of the style of music that accompany each of the three dance styles. These pieces are also featured on the three videos produced for Nritta.

The songs/musical pieces are:

Style: Classical

Name: Mangalam (original music)

Artist: Provided by the Kalanidhi Dance Company

Website: www.kalanidhi.org

Style: Festival

Name: Raahe Raahe (Bhangra song)

Artist: Jassi Sidhu

Website: www.jassisidhu.com

Style: Bollywood

Name: Bombay Theme (Shammi Pithia Remix)

Artist: Shammi Pithia (cover artist)

Original Artist: A. R. Rahman

Website: www.shammipithia.com

NRITTA

mfa/integrated design
thesis

APPENDIX F: VIDEO SCREENSHOTS

CLASSICAL VIDEO

Duration: 2:38

Software Used: Adobe Premiere Pro CS5 & Adobe After Effects CS5



NRITTA

mfa/integrated design
thesis

APPENDIX F: VIDEO SCREENSHOTS

CLASSICAL VIDEO



NRITTA

mfa/integrated design
thesis

APPENDIX F: VIDEO SCREENSHOTS

FESTIVAL VIDEO

Duration: 2:47

Software Used: Adobe Premiere Pro CS5 & Adobe After Effects CS5



APPENDIX F: VIDEO SCREENSHOTS

FESTIVAL VIDEO



NRITTA

mfa/integrated design
thesis

APPENDIX F: VIDEO SCREENSHOTS

BOLLYWOOD VIDEO

Duration: 2:19

Software Used: Adobe Premiere Pro CS5 & Adobe After Effects CS5



NRITTA

mfa/integrated design
thesis

APPENDIX F: VIDEO SCREENSHOTS

BOLLYWOOD VIDEO



NRITTA

mfa/integrated design
thesis

APPENDIX G: WEBSITE SCREENSHOTS



Home Page

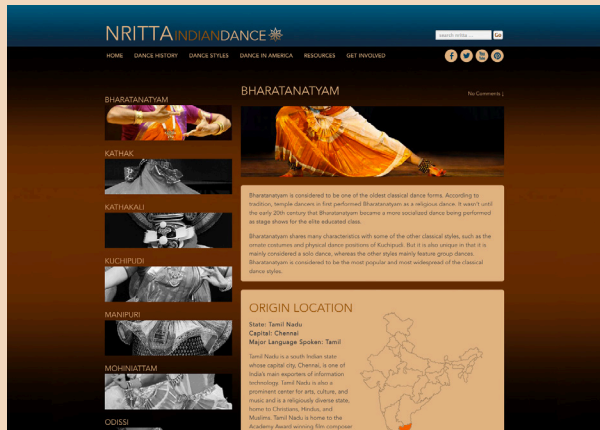


Dance History Page



Classical Page

APPENDIX G: WEBSITE SCREENSHOTS



Bharatanatyam Page

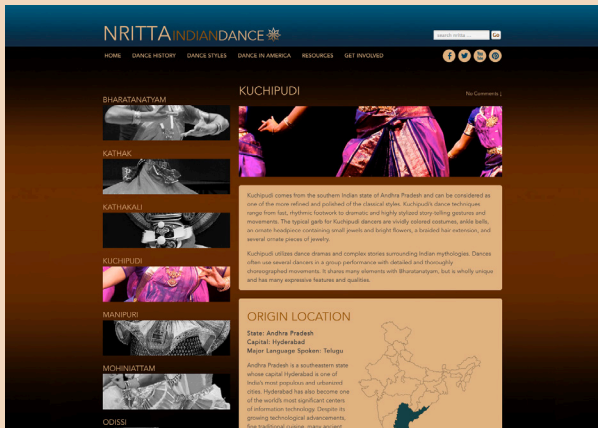


Kathak Page

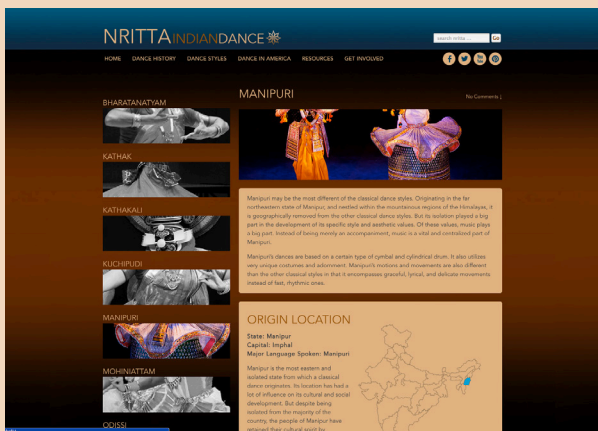


Kathakali Page

APPENDIX G: WEBSITE SCREENSHOTS



Kuchipudi Page



Manipuri Page



Mohiniattam Page

APPENDIX G: WEBSITE SCREENSHOTS



Odissi Page

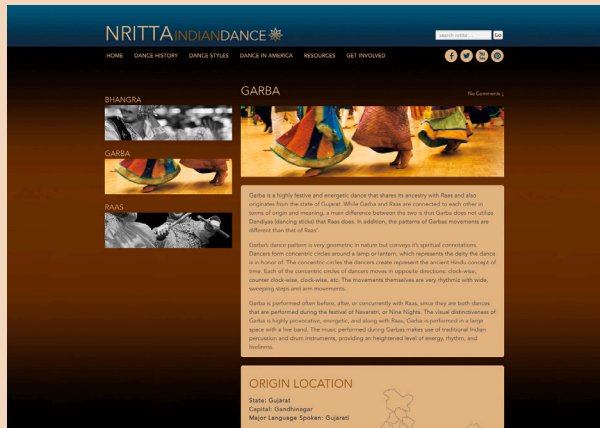


Festival Page

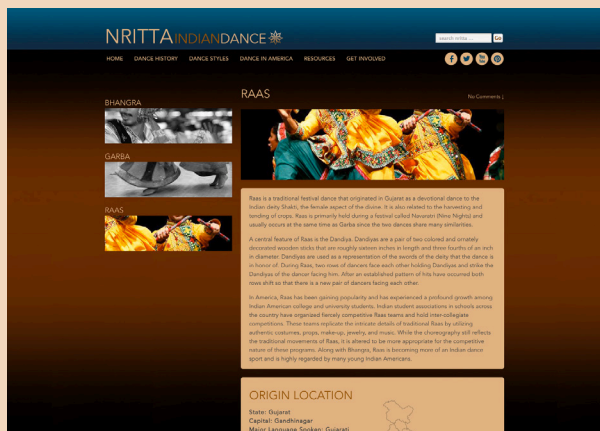


Bhangra Page

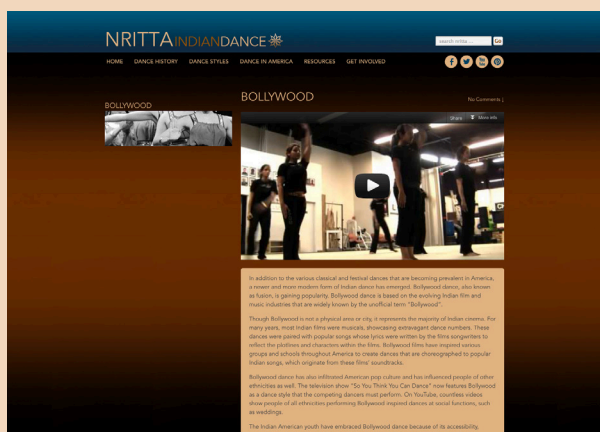
APPENDIX G: WEBSITE SCREENSHOTS



Garba Page



Raas Page

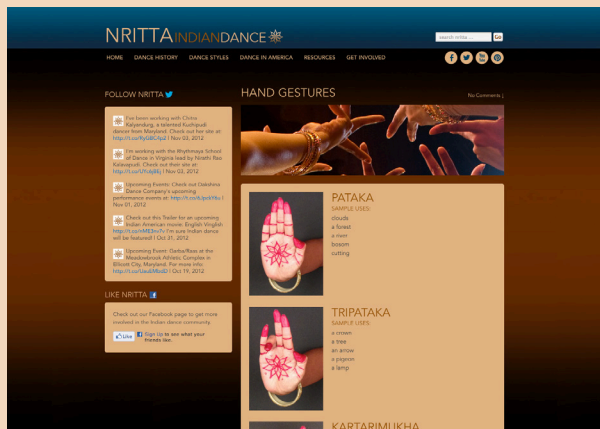


Bollywood Page

APPENDIX G: WEBSITE SCREENSHOTS



Dance in America Page

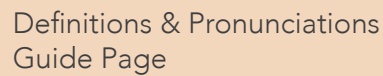


Hand Gestures Page

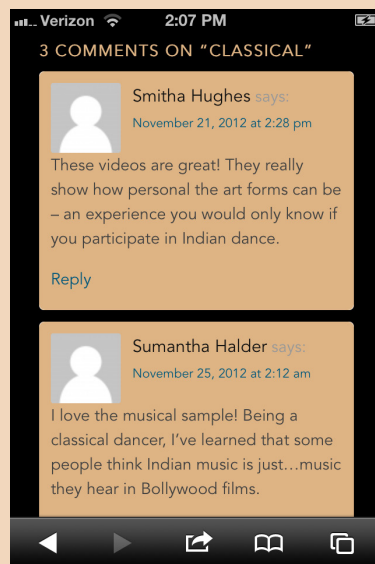
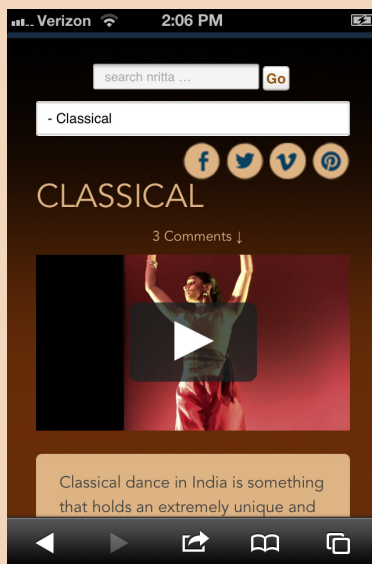
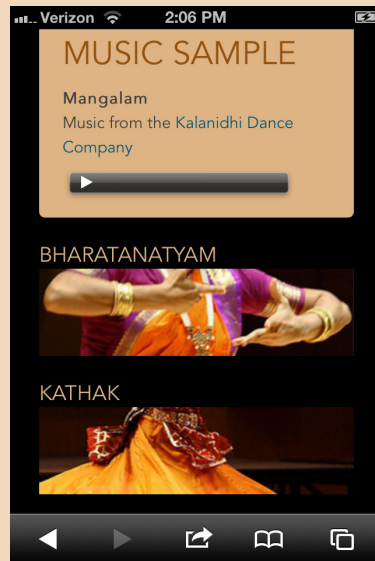
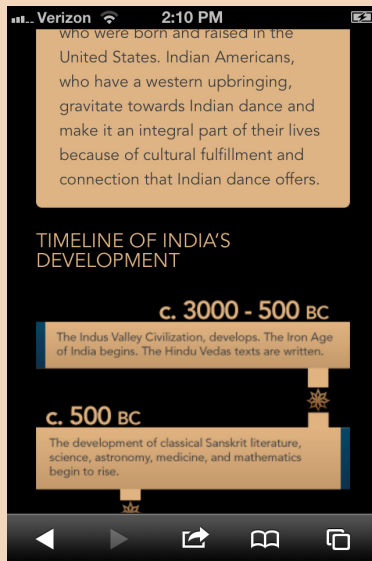


Transcripts Page

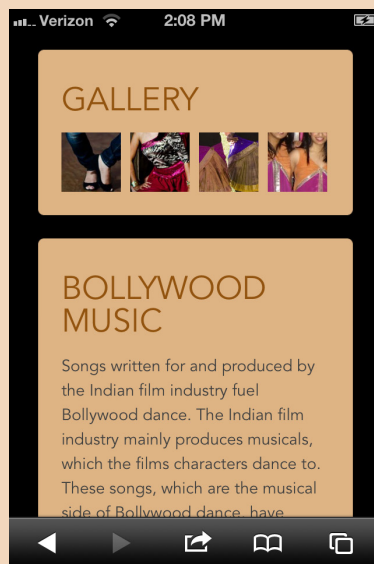
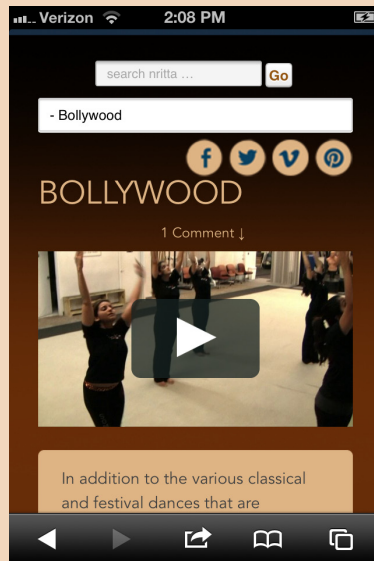
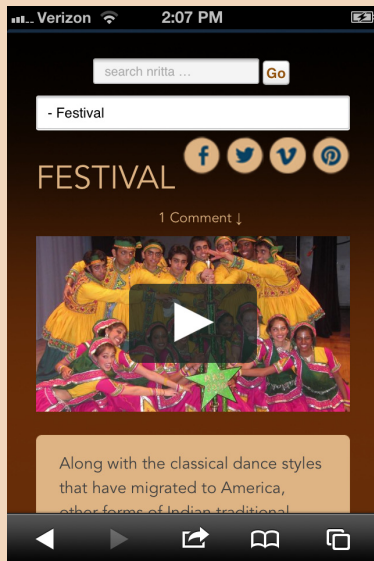
APPENDIX G: WEBSITE SCREENSHOTS



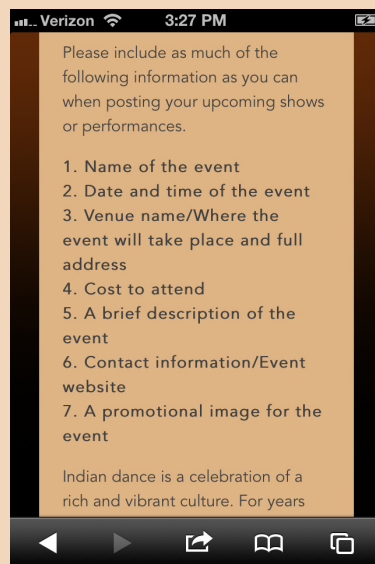
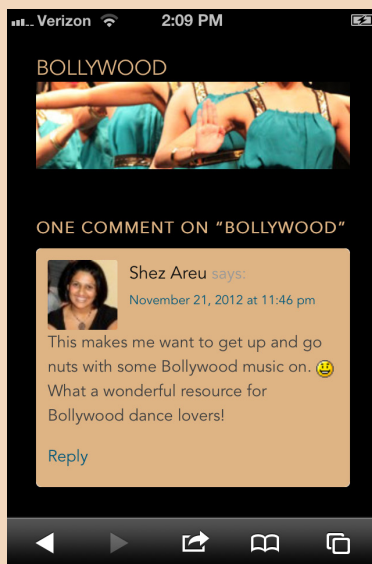
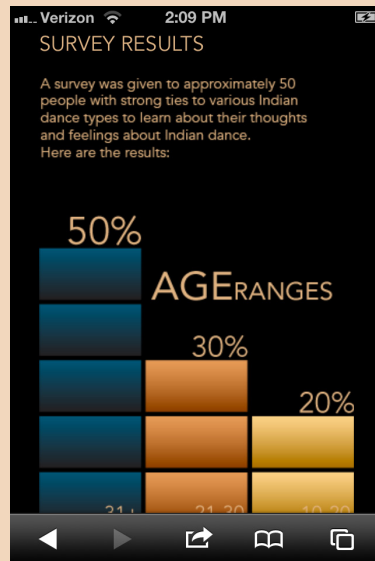
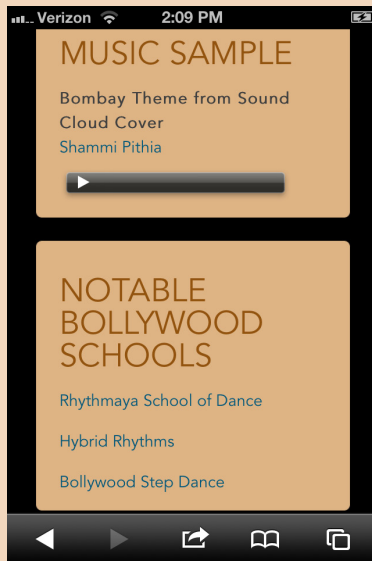
APPENDIX H: MOBILE SITE SCREENSHOTS



APPENDIX H: MOBILE SITE SCREENSHOTS



APPENDIX H: MOBILE SITE SCREENSHOTS



APPENDIX H: MOBILE SITE SCREENSHOTS

