**Bath Choral Society (BCS) Website Design:**

Drawing on contemporary practices in visual online representation of different forms of music as well as video art, the redesign of the BCS website involved a process of concept development and iterative design, creative direction of filming and editing, online interaction and typographic design.

To create the landing page composition, Bath Choral Society singers were filmed performing individually, the footage then edited and synchronized so all singers start at the same point of the chorus of Handel's Messiah. The individual films were then assembled through computer coding in such a way that the composition adapts to different formats: phone or laptop for example.

Referencing contemporary music videos, the website features interactive and dynamic elements designed to show the emotions and passion of the choir.

The website user moves the cursor over a face to see (but importantly not hear) them singing. The viewer can move back and forth – as a conductor might – inviting the singers to become animated. Clicking on a singer's face or on an item in the top menu bar moves the user through to the next level of information.This aimed to encourage user interaction and initiate an open instinctive form of engagement and in doing so repositioning the choral music genre and the choir, realigning both with other cultural institutions.