



The Marvegos®
FINE ART SCHOOL

MARVEGOS® TEACHES FINE ARTS FOR CHILDREN WITH THE NOTION THAT EVERYONE IS CREATIVE, AND CAN USE IT WITH CONFIDENCE.

WEBSITE REDESIGN - RESPONSIVE DESIGN - SEO - CMS DEVELOPMENT - KENTICO - WEB DEVELOPMENT - REG POINT & INFUSION SOFT INTEGRATION - HOSTING / MAINTENANCE

About Marvegos

The Marvegos® Fine Art School is all about the children and enabling them to exercise their own creativity. In 1992 Rita Young, the founder of Marvegos, developed The Marvegos® approach out of a desire to nurture the creative spirit she saw in her own children, as well as those of her friends. During art classes for preschoolers the seeds of the creative spirit are first planted and nurtured.



Business Objectives

- Enhance online image & visibility
- Increase the number of class registrations
- Reduce cost & time processing class registrations

Services Provided

- SEO strategy for market visibility
- Responsive Website design
- Website development on Kentico CMS
- Integration into Regpoint
- Integration into Infusionsoft
- Hosting / Maintenance



Welcome to Marvegos



Our Mission

Free Intro Registration Special Calendar

Redesign the Marvegos website to depict the essence of the school (the environment, the creativity of the students, and the fun children have while learning).

Build the website on a CMS platform to make it easy for Marvegos to maintain daily updates and move them from A manual paper registration process to an automated online process that also integrated with a CRM.



WELCOME TO THE ENCHANTING WORLD
OF FINE ART FOR CHILDREN AND TEENS

[Studio Locations](#)

[Art Programs](#)

[Annual Student Exhibit](#)

[FAQ's](#)

[Free Introductory Lessons](#)

[Calendar](#)

[Blog](#)

[Schedule & Registration](#)



Before

Marvegos' previous website was very colorful yet it did not represent the essence, culture and diversity of the school. Each page was filled with plain text only without images depicting the experience of Magevos.

The website was an outdated static brochure, not responsive, not interactive, and difficult to update.



Welcome to Marvegos



Free Intro Class

Register for a free one-hour introductory lesson. Your child will sample a full class with other new students. You will meet the staff and hear about our approach.



Registration

Register for any of our locations for school-year sessions, summer camps or winter/spring break camps. Discover what kids' art can become for your child at a school for fine arts.



Special Events

Annual Student exhibits, staff exhibits, birthday parties and hosted events add to the excitement and help to develop our students into full-fledged artists at The Marvegos® Fine Art School.



Calendar

Glance at our Calendar for session dates, exhibit deadlines, exhibit dates, free intros and many special events. Kids' art at The Marvegos® extends beyond fine art classes.

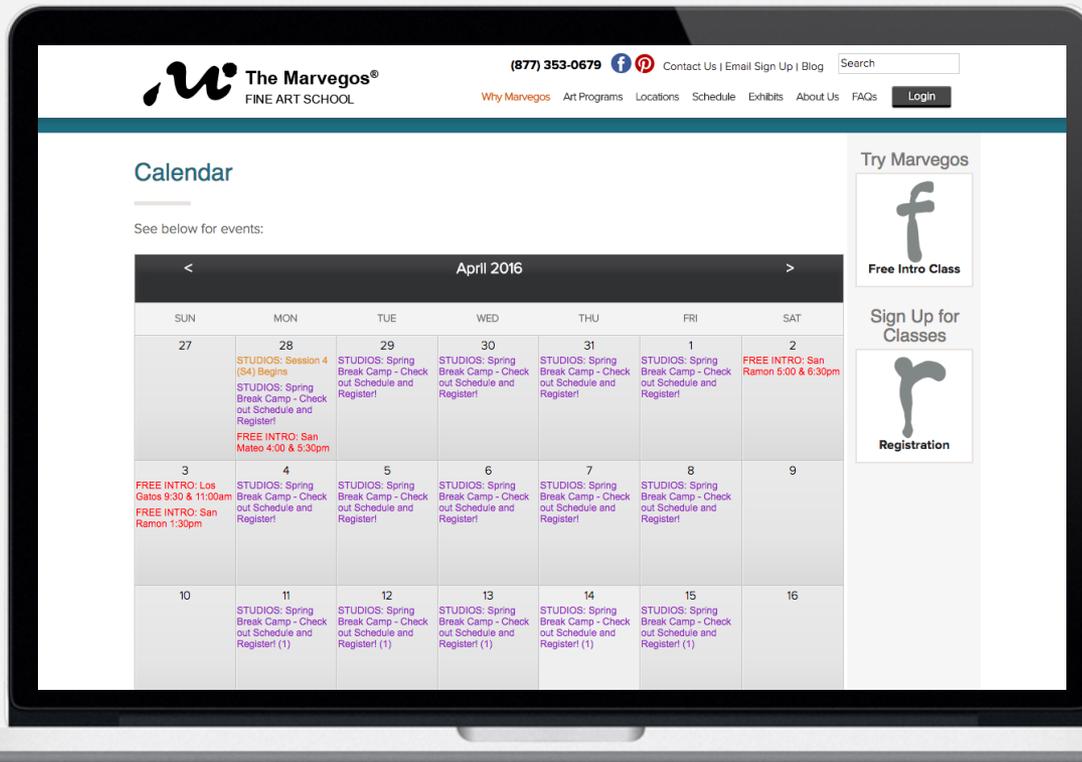
Moonstone designed a professional website with proprietary imagery showcasing the Marvegos' experience for children and parents. Photos of the students and their creative artwork promote the essence of Marvegos. We integrated unique icons created by Marvegos into the site design for a proprietary feel. We designed a layout that is easy to navigate and read.

Kentico CMS has allowed us to automate our bookings of free introductory lessons so we can now easily manage registrations ourselves. We have also learned how to post and manage our blogs. It's also easy to add new pages, edit existing pages, and even do fancy analytics tracking with redirects.

Eva Van
Marketing Manager
The Marvegos Fine Art School

Our Re-Design

Kentico CMS

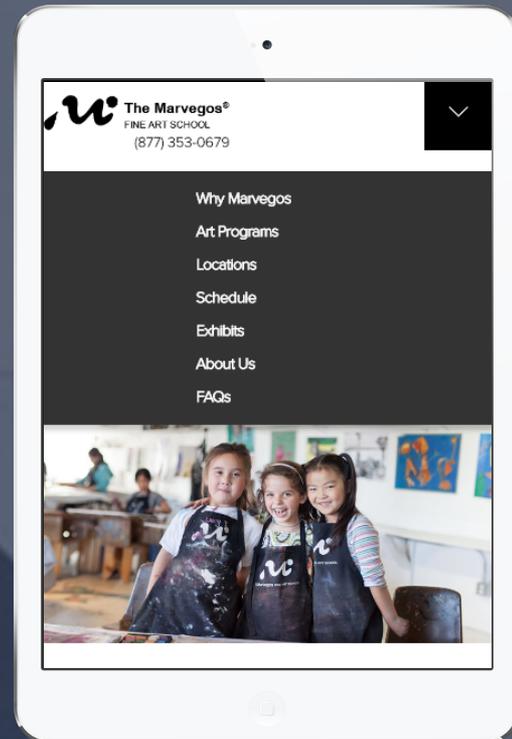


We developed the Marvegos website on the Kentico CMS. Kentico has a user friendly interface that makes it easy for Marvegos to keep the site updated.

Using the Kentico booking system was also a perfect fit for the Free Intro classes. Marvegos has multiple free intro classes they offer each month in multiple locations with limited space in each. Once the class is at full capacity Kentico automatically stops accepting registrations and informs the audience that the class is full.

Responsive

Responsive web design is not only about adjustable screens and automatically resizable images, but rather about a whole new approach to web design - you build one site that is has the ability to adapt to all devices. The adaptable page views improve usability and readability on smaller devices.





Download our E-art paper *Teaching Art to Children*
by Rita Young, founder of Marvegos



Download 

Our Fine Art Programs

- School Year Art Program
- Homeschool Art Classes
- Winter and Spring Break Art Programs
- Summer Art Programs

The Marvegos® Fine Art School programs are tailored to suit specific age groups. Every aspect of our kids' art programs keeps the age of the child in mind from the development of projects, delivery of demonstrations, focus of learning and method used in coaching to the creative process itself. So whether your child attends a one-hour weekly class during the school year or a week-long camp during spring break or the summer, you may be assured that the program planned is appropriate for your child's age group.

School Year Art Program

[Schedule](#)

Our fine art for children curriculum runs the entire school year with once a week classes and provides students with a comprehensive understanding of particular concepts, media and terminology used in art-making. Our school year for kids' art is divided into four sessions. Students attending all sessions qualify to participate in our annual student art exhibit in June. All programs focus on creating original works of art rather than asking the student to copy an instructor. The classes are grouped by age:



Art Exploration (ages 4 ½ - 7)

Students learn the terminology used in the world of fine art making through an interactive method. The approach to art for preschoolers and younger kids is age appropriate, fun and will help to develop each student's confidence in making creative decisions. Our Art Exploration program prepares students for our Fine Art Fundamentals program. The student/teacher ratio is 7:1.

[Download our E-art Paper on Art Exploration.](#)

Fine Art Fundamentals (ages 7 – 11)

Our Fine Art Fundamentals program is a developmental program, allowing participants to build on what they learn from session to session. Our semi-private classes (7:1 student/teacher ratio) and program planning ensure continuity of instruction and nurture individual student development in fine art. Students enjoy the challenges and joys of creating 'original' works of art while developing observation and problem solving skills. Each session of kids' art is devoted to a particular media. There is a one-hour pre-requisite class for new students to the Fine Art Fundamentals program.

An Early Fine Art Fundamentals class eases our 7-year-old students into a more intense study of form and composition. Students are automatically placed in an appropriate Fine Art Fundamentals class when you register.

[Download our E-art Paper on Fine Art Fundamentals.](#)

Advanced Exploration (Ages 11+)

This program is designed to develop self-directed art makers. Through some initial guidance, students make the studio their own by learning to set goals, design their own projects and be responsible for their own learning and projects. Students build an awareness of the world around them through the process of creating their own projects. No prior art training is required. Interest in art making is a must.

There is a 7.5 - 10 hour pre-requisite class for entering students to this program.

[Download our E-art Paper on Advanced Art Exploration.](#)

Homeschool Art Classes

[Schedule](#)

Try Marvegos



Free Intro Class

Sign Up for
Classes



Registration

See Our
Activities



Calendar

Our Project Goals & Accomplishments

Marvegos' new web design is appealing to parents and children. With the proprietary imagery you can feel the fun the students have during classes and see the creativity in their finished products.

The website traffic continues to grow with 23.6% more organic search sessions and 26.7% more new visitors comparing Q1 2015 to Q1 2016.

The site has been developed on Kentico CMS and is now easy for Marvegos to keep updated. The information on the site is up to date and informative to parents.

What used to be a fully manual paper system for class registration is now fully online, making it easier and faster for parents and more cost effective for Marvegos.

Results

The new web design has reinforced their brand recognition and professionalism. It has been invaluable with the increase of new customers and enhancing the online image. The site development with the easy to use templates, posts, and widgets capability has significantly reduced the time and cost in content updates on the site – with all updates easily being made by members of the Marvegos team.