**CT WEBSITE**

**Introduction**

**Goal:** My goal is to do a more professional tourism website to promote Chinese tourism and understand Chinese culture. The site includes pictures and a brief introduction to the major cities worth visiting in China. At the same time, the website will make a plan on how to travel to China, telling people where the city is worth visiting and what kind of food is worth tasting.

**Audience:** The target audience of this site is people who like to travel. Some people want to visit China; however, there are so many cities in China that they don't know where to go. This website can give these people some pertinent advice. The site is also suitable for those who want to learn more about China.

**Success:** I wonder my site to be successful if this website will have more people click to browse; I hope to pass the beautiful scenery of China to more people. I wish more people can travel to China after they browse my website.

In addition, the name of this site is “CT WEBSITE”, is kind of like the first letter of China Tourism. Also, when people feel uncomfortable, they usually go for a CT scan. I hope that when people are stressed, they will also come to “CT WEBSITE” to know where they will go to relax.

**Fonts**

I search online to look up a lot of fonts. Finally, I decided to use the monospace font and Apple Chancery font for my project.

**Monospace** – I used this font for all my title and navigation bar on the homepage. I also use the font for all my city introduction page. I chose to use this font because I found that the font is clear to read. Also, the font is round, so I think it might make people feel comfortable and relax when they are reding the text.

**Apple Chancery** – I used this font only for the navigation bar and hamburger bar on the recommendation page. I chose to use this font because I think that font is eye-catching. And the word on the navigation bar is short, so people will not have problem to read it. If this font use for the long text, it makes people hard to read.

**Color Scheme**

**Dark green-Brown-Red-Coral-White-Black**: Making a travel website, I will choose to use various colors. So, I decided to use some colors with excellent combinations to make the site look brightly and lively. The dark green background and red navigation bar stand out, and the white font can also be used to make the text very clear.