1. In this projects, two fonts have been selected. The first font is Herculaneum; it is original characters. Sometimes narrow and expansive to be creative in the very line expression. And it has been selected because is perfect for a short text, this font appears in the banner and the navigation buttons of the web page. And the other font is Aril black with some combination of color and size on the definitions and some pictures on the web page. This font is in the project because is an extremely versatile and it can be used with for presentation, magazines, or in this case, a webpage development on Dreamweaver.
2. The goal of this project is to know the difference between Canoeing and Rafting. They are two different sports with similarities between each other. In this webpage clarifies those differences for those people know and see which sport are talking about or are going to try in the future. This goal is because most people that want to go camping for the first time or they want to enjoy the nature and try new sports don't know what is Canoeing and Rafting. And one of these sports can be dangerous for some people.
3. In this website, the principal message to the people is to invite them to try these sports Canoeing and Rafting. There a few places where these sports are perfect to try them with the best experience. There are information between both sides if the people have questions about what are they? or how are they look? Also, this website is showing through the pictures how fun in these sports inviting to enjoy those adventures.
4. The principal customers of the webpage are family groups or teenagers. Mostly in summer a lot of families and friends go out for camping and they are a target to catch their attention in this project with the images and the locations. Because these sports are perfect for those audiences to try Canoeing and Rafting. That's why they are the principal customers of this project to encourage these activities.
5. The young adult people between 18 to 26 years old are perfect for Canoeing and Rafting. These people have the energy and the potential to develop these sports. Also, the adrenaline pumping action is what kind of these people need. The thrill of crashing through waves and being bucked in the air for the young people feel alive. The wildlife can be viewed in the river that it would take anyone by surprise that has never experienced it.