Creative Brief

Title:

Summer in New York City

Project Summary:

For my final project, I will create a multimedia website titled "Summer in New York City." The site highlights five exciting destinations across the city that are perfect to visit during the summer: The Vessel, Brooklyn Botanic Garden, Top of the Rock, Little Island, and Luna Park, where the Statue of Liberty icon functions as a home page. Each location has its own dedicated page filled with visuals and facts to help viewers experience what each place offers, all from a personal perspective.

The purpose of the project is to showcase the beauty and fun of New York City through an interactive, media-rich website. The idea was inspired by my goal to explore these places once I recover from my foot surgery, making the project both personally meaningful and visually engaging. The story will be told through a mix of imagery, video, color, and layout that guides viewers through a virtual summer in NYC.

Technical Approach

This project will be built using HTML and CSS, following a dark mode design to give it a clean, modern aesthetic similar to professional tourism sites. Each location page will include a mix of structured layout, stylized text, emojis, images, and embedded videos. The site will use internal linking for easy navigation, and it will be fully responsive across devices.

All pages and media files will be organized within a single project directory and linked using relative paths. Once complete, I will upload the website files to GitHub and use GitHub Pages to publish the live version online. I will use GitHub Desktop to manage and push the final version after compressing the media for optimized loading

Media Used:

- Photographs (edited/stylized and exported in web-friendly formats)

- Embedded MP4 videos for each NYC location

- Custom HTML for each page layout

- CSS for styling, dark mode design, and responsiveness

- Emojis for added expression and visual storytelling