GWD PROJECT 2: BIKE SHARE

Deliverables:

- Mobile First Website (shares similarities to an app) **using Bootstrap! – Submitted as Github Url**
- **.zip file of relevant folders**
- **.txt file of references**
- A logo *(200x200 artboard w/ 50mm whitespace boarder)*
- **2** of the following mock-ups:
  o Double Sided filer
  o Billboard
  o Bus shelter poster
  o 2 bus stop posters (relate to each other & count as ONE of the TWO mock-ups needed)
  o Physical branding on one of the bikes
- **All graphic design submitted as high res .pdf files**

Website Needs:

- Showcasing Logo
- Explanation of how your business works
- Ability to reserve a bike
- Membership and pricing + member benefits
- Bike station map
- Working nav bar (anchor links or links to sep pages)
- Footer
- Socials
- Relevant images & text

Assignment Scenario:

- Promotion of new bike share company in the major city you live in
- Client wants the bike share to target everyone (all types of adults)
- Target audience: Commuters, holiday goers, women
- Want to educate community on benefits of cycling