



Noroff

School of technology
and digital media

Semester Project 1 - Re-sit

Brief Online: Adventure Trails Hikes website

Adventure Trails Hikes is a new business offering extreme hiking in a number of different countries. It offers supervised hikes, ranging from short day tours to weeklong treks, with camping. The service is aimed at college-educated professionals (men and women) between the ages of 18 to 35.

The focus is not just on the experience of nature but also the specific nation's culture and traditions. Hike experiences will typically include traditional meals, music/theatre, as well as contact with the local population. Additionally, the emphasis is on sustainable, environmentally behaviour and respect for the local culture.

The website should promote some of the hikes and could have a monthly/daily focus on a given country/region. Maps, photos, package prices and travel details should be included.

You have been provided media assets in the form of text and images (see link under Resources). It is for you to decide how these will be used, in terms of presentation, hierarchy, and design.

Work Schedule: A detailed work schedule, complete with milestones for design, coding, testing, and report must be submitted at the start of the project.

Target Audience & Design: The target audience should be carefully considered, and the proposed design should reflect this.

Final Product: A URL with the final design should be submitted in the report. The site should be tested on a variety of devices before final delivery. The student has responsibility for setting up his/her own web host.

Report: A full report of the project exam must be submitted. Discussion and documentation of the entire process, from planning through sketches and design to development and testing, should be

included. Relevant terminology from the semester courses should be used wherever possible. A self evaluation and sources should also be included.

The duration of the Semester Project is 4 weeks (full-time) and 8 weeks (part-time).

Recommended process

1. Week 1: Write & submit proposal/planning document and possible pencil sketches
2. Week 2: Start graphic design
3. Week 3: Start HTML/CSS development for mobile devices
4. Week 3: Develop CSS for laptop/desktop devices, testing
5. Week 4: Submit website, write report

Requirements

1. The site must have a design that appeals to the target audience.
2. The site must have at least 4-6 pages.
3. Compositional principles, typography, and color schemes must be considered.
4. A project work plan, including a Gantt chart, should be included.
5. The site should use external CSS style sheets.
6. The site should download quickly, and not be overly "heavy" with big image file sizes for example.
7. The site should take WCAG principles into consideration, especially regarding hierarchy, navigation, and color usage.
8. The site should be responsive and attractive and easy to use on a variety of devices.
9. The site should show consideration for content strategy and SEO.
10. A report, documenting the entire project, must be included with the project delivery.
11. Pencil sketches, mood boards, and resources must be included in the report.

Resources

- [Copy and images](#)

Please note: Remember to include your URL for the site in your report when submitting.