# Summer Ideas Site Plan

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## WDD 130

## Overview

### Purpose

The purpose of this website will be to inform its audience about different summer activities in the Rexburg and Idaho Falls areas. It will record and share information about how to enjoy the summer and what opportunities are available for a fun-filled season.

### Audience

The audience will primarily be composed of people from 8 – 40 years old. While there is no age limit for enjoying summer activities, we think this will be the demographic most likely to participate in these events.

## Branding

### Website Logo

A cartoon of a drink with ice cubes and a straw

AI-generated content may be incorrect.

## Style Guide

### Color Palette

|  |  |  |  |
| --- | --- | --- | --- |
| **Primary** | **Secondary** | **Accent 1** | **Accent 2** |
| #FCF6BD | #D0F4DE | #A9DEF9 | #E4C1F9 |

### Typography

#### Heading Font: Oswald, or Tahoma

#### Paragraph Font: Lato, or Verdana

### Navigation

Home Page2 Page3

**Content**

Homepage:

Welcome to this website! It’s here to make sure this summer will be your best one yet. Click on the different pages to see lists that will serve as your ultimate guide to making the most of the summer’s activities and summer events in southeast Idaho.

We’ve compiled a list of everything happening in Rexburg and Idaho Falls for your convenience. This is the perfect way to spice up your summer and enjoy some time with the important people in your life! No matter what you’re planning – a day out, a relaxed weekend with friends, a family vacation – we have the right activity for you!

We are: Reliable, Fun, and Helpful every time! (in case words can be spaced out for other things)

List of Ideas:

Below you’ll find our recommendations for things to do during the summer months. You’ll also find extra ideas and suggestions to help spark inspiration on those boring weekends:

-Have a water balloon fight

-Visit Porter Park

-Attend a BYUI event

-Hold a picnic

-Go cloud-watching

-Go camping

-Read a book

-Visit a farmers’ market

-Go stargazing

-Try the ropes course

-Attend a play or production

-Make s’mores

-Have a cookout

-Walk around town

-Run through the sprinklers

-Have a photoshoot

-Go to an outdoor concert

-Visit Craters of the Moon

-Volunteer somewhere local

-Eat ice cream with friends

-Go swimming, inner tubing, kayaking, etc

-Go hiking at Cress Creek

-Try a new hobby

Events in The Area:

This webpage details different events happening in Idaho Falls and Rexburg. The date and a short description will be listed. If you’re looking to discover specific activities happening around southeast Idaho, this is the place!

-**4th of July Fireworks**: July 4, 2025, 3914 Teton Rd, Island Park, ID: A dazzling 4th of July fireworks celebration at Island Park. This is a late-night show to bring friends and family to.

-**BYUI University Orchestra**: July 8 2025, Barrus Concert Hall: The university orchestra will play songs rehearsed all semester long. It’s cheaper for BYUI students, allowing them to take advantage of hearing the beautiful music.

-**BYUI Caving**: July 9 2025, Civil Defense Caves: Explore local caves with fellow college students - equipment will be provided. Tickets are $5.

-**BYUI University Orchestra**: July 15 2025, Barrus Concert Hall: The university orchestra will perform on July 15th. This will also be an incredible opportunity to hear beautiful music that has been practiced and perfected.

-**Idaho Falls Water Lantern Festival**: July 12, 2025, the Waterfront: A magical experience where you’ll have the chance to light up lanterns and watch them glow in the water of the Snake River.

-**I-Talent Show**: July 18 2025, MC Center: A chance to perform and express your talents to fellow BYUI students. Make connections and have fun!

-**West Yellowstone/Old Faithful Tour**: July 19, 2025, Yellowstone National Park: Visit Yellowstone at the end of the semester. You’ll be able to see the Grand Prismatic Springs, Old Faithful and potentially The Grand Canyon of Yellowstone. $25 per person.

-**Rexburg Farmer’s Market**: Throughout the summer, Fridays, Rexburg: A recurring community-based event. It allows vendors to sell local produce and products, as well as fosters connections.

-**Idaho Falls Farmer’s Market**: Throughout the summer, Saturdays, Idaho Falls: A recurring event that works with the community to offer an engaging experience for all. It allows vendors, community members, and everyone to meet and have a good time.

-**Riverwalk Art Festival**: July 26 2025, Greenbelt, Idaho Falls: A community event by the Snake River that celebrates art and creativity. It has a variety of artistic pieces, like paintings, sculptures, photography, and more. It’s held by the Eagle Rock Art Guild.

**Wireframes**

### Home

**Home**

**Ideas**

**Events**

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Image

Ideas:

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Idea List

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**Events**

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