Part A: Planning Component

Initial Plan:

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| **What country are you planning on creating your website about? What are some reasons why you chose that country? How will you make your website stand out?**  I plan on choosing the City of Los Angeles on what my website will be about. I chose this place because I have some knowledge about this place from travelling and already researching about the place and Los Angeles is a very interesting place which will give me a lot to talk about. I will my make my website stand out by using a very easy to use navigation with very concise and minimalistic design that is still attractive to the eye to keep the users’ interested while having a high practical use in the design. |
| **What font type(s) are you planning on using? Why are you planning on using that font type(s)?**    The font type I will be using will be using is Abadi MT Condensed Light. I chose this font type because it is very clean , modern and sleek and that is what I’m looking for my website to be like. |
| **What is your colour scheme going to be? (i.e. what is your background colour/image, your font colour) Why?**  My homepage background image will be the mountain range and skyscrapers of Los Angeles and my overall color scheme of my website will be white , black , light blue and light yellow. My background color for most of my other pages will be white. My font color will always contrast the background color to make sure that it is easy to read. So my font color will always be different from my background color.  I chose my background image to be a picture of the landscape of Los Angeles because I think that will be a good image to introduce the user to the website. And the reason why I chose my main color scheme to be white , black , light blue and light yellow is because white and black are very simple but elegant colors and can be used in every situation and are essential. Light blue and light yellow are used because Los Angeles is very well known for its beaches so the colors light blue represent the water of the beaches and the yellow as the sand. And also light yellow can represent the hot climate of the area. |
| **Describe your navigation system. (i.e. is it drop down, is it an image map, where will it be located, why did you choose to create your navigation system that way?)**    I will use a drop down for the navigation of my website because drop downs allow me to add several similar ideas into the same category which I think will be better for my website as ideas that I want to implement are linked and related together. |
| **What elements of your website will be consistent on every page?**    The formatting , font and overall style and feel will be consistent. I want theses to be consistent and the actual content to be slightly different from each page. I want the styles to be the same as this will be easier for the users to use but the content to be different as the website will talk about different things but the way that they are expressed are the same to ease of use. |
| **What is the purpose of your website?**    The purpose of my website is to inform people about the history , culture and attractions of Los Angeles. The website will inform people about this as they are probably entering the website wanting to know more about Los Angeles and what it has to offer probably because maybe they are looking to go traveling there or just want to learn more about the city itself. |
| **Who is the audience?**    My audience is primarily towards older teenagers , young adults and older adults (16 to 50). The demographic is around ages 16 to 50 as I think this is the main travelling demographic as people younger than 16 aren’t able to freely travel as much and so are seniors. And so the main travelling demographic is the older teenagers and adults as they are the ones primarily going to be travelling. I am also looking to target specifically the travelling adults in the 16 to 50 age group as they are the ones that are going to most benefit from learning about what the city has to offer. |
| What are you going to put on each page? (i.e. what content will be on every page, as well be sure to reference the requirements from the instruction sheet) |
| · Page 1  **Home Page**  Content: Introduce the website to the user on what the user will find on this website. Have the main navigation as well at the top for the user to enter into the other pages. Contact information and website information will be at the bottom.  Requirements:   * Use a Page Background Image of Los Angeles * Back to Top Buttons on Every Page * Navigation System used (Ease in Nav Bar) * Font Size , Font Type and Font Color will be different depending on the page , whether if the text is in a header or it is just a paragraph * Consistent Navbar on every page for users to easily be able to go back to anyone of the main sections of the website * Details tag at the bottom with Contact Information and Website Information * Horizontal Rule and Address Info at the bottom on every page * Text enhancements depending on what the text is used for e.g. (Header , Paragraphs , Address , Contact Info and etc) |
| · Page 2    **History and Culture**  Content:  Talk about the history and growth of the city over the years and the Culture of Los Angeles.  Requirements:   * Table used as a timeline for the history of Los Angeles over the years and significant events that as happened in it’s history. * Culture of Los Angeles will be displayed using Paragraphs and Images showcasing the various Cultures that have developed in Los Angeles over the years such as Skateboarding , Beach Surfers and Hippy culture. |
| · Page 3    **Events**    Content:  Talk about big current and future events that are happening in Los Angeles with information and time about each event.  Requirements:   * Table of the Events and Times of Events * An image map where users can click on any of the images of the events and get linked to an external website link based on that event |
| · Page 4    **Attractions**  Content:  Talk about the various main attractions in Los Angeles such as the Beaches , San Jose , Hollywood and etc.  Requirements:   * Blockquoted Paragraphs used as quotes of previous customers who enjoyed the Event * Image links of the various events linking to their respective official event website page * Photomontage of the various events together |
| · Page 5    **Places to Stay**    Content:  Gives the user a rundown on the various places that the person can stay at Los Angeles showcasing multiple different resorts/hotels.  Requirements:   * Navbar on the side for various different places to stay at * Frames used for navbar to display the different places to stay at * Form used for reservations of the resorts/hotels * Photo Gallery of the various pictures of each resort/hotel * List used for showcasing the cost of each hotel |