

DXB-111
Introduction to Web Design
Assignment - 2
Rationale

Yicong Li

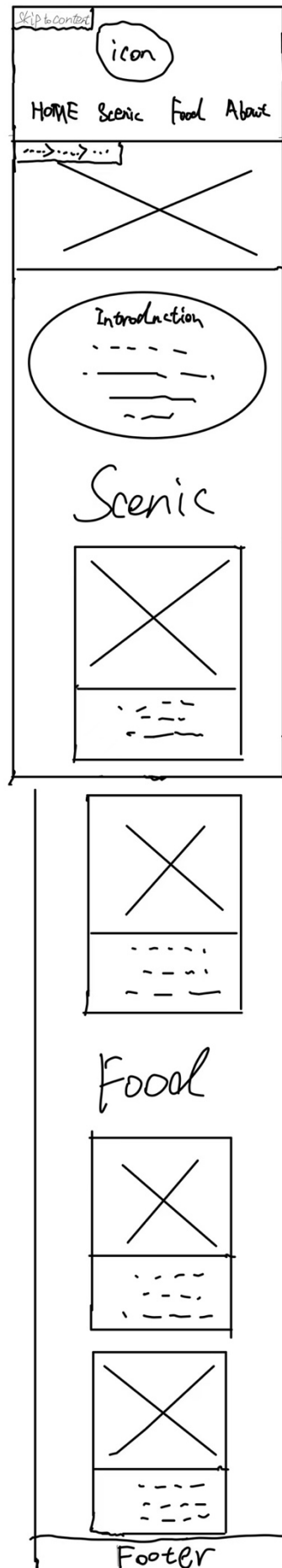
N10149899

Target audience

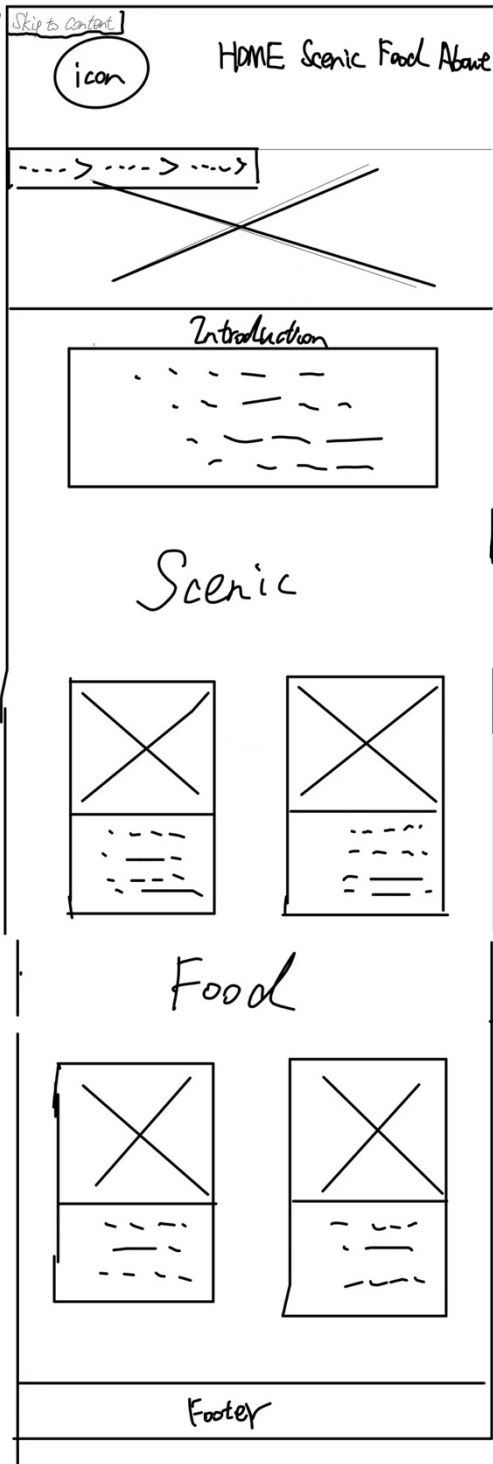
A group of 10-year-old children decides to visit Brisbane when they are on summer vacation. My target audience is from 4-5 children and is adventurous, outgoing, social. They love to go to watch several sceneries and take some images. If there's an exciting and funny spot in Brisbane, they would like to have fun. In addition, they also want to go to one area where has dessert, classic food, and fast food would be better. They love to eat Nugget. This is one of the foods they dream it. Therefore, I strongly recommend my local living area where is in the Southbank.

mobile

375px



ipad
(968px)



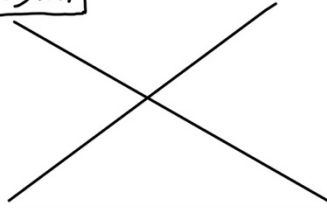
Skip to content

i.com

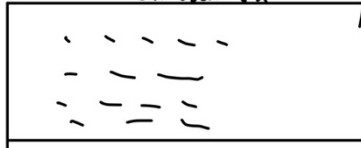
HOME Scenic Food About

laptop
(1440px)

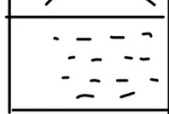
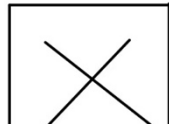
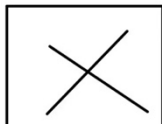
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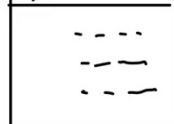
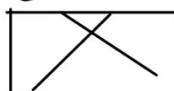
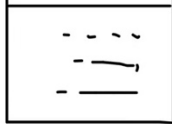
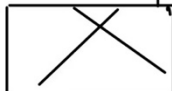
Introduction



Scenic

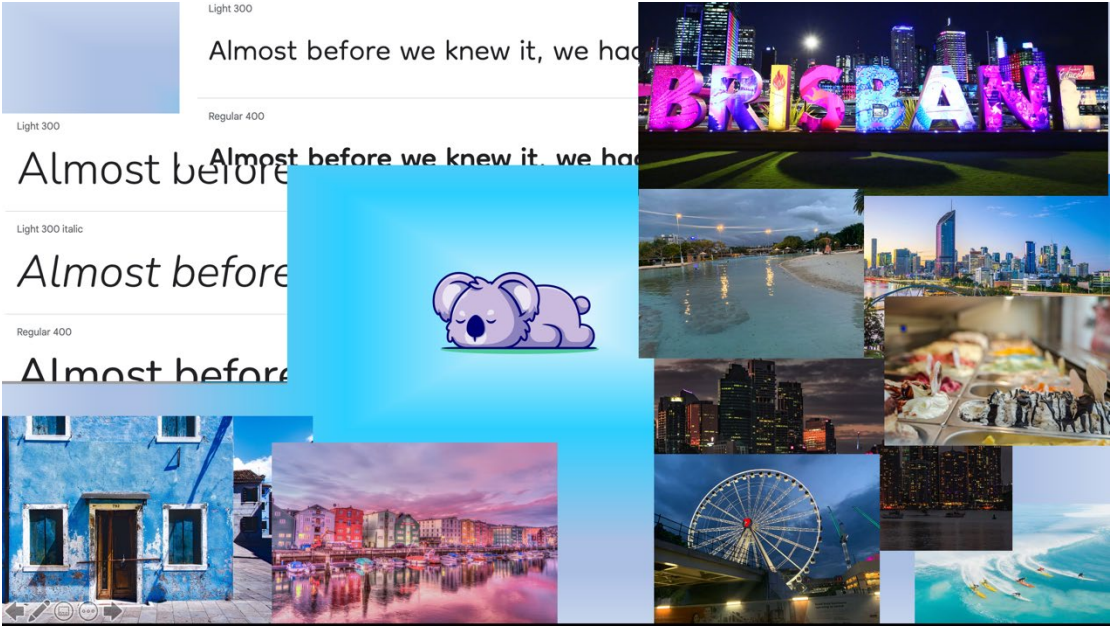


Food

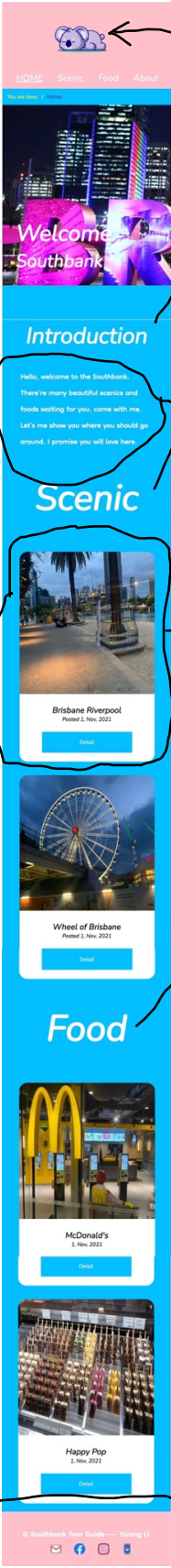


Footer

Mood board



Screenshot annotation



Logo selection – considering my target audience is a group of 10 year old children. I’m thinking they would like attractive and representative logo.

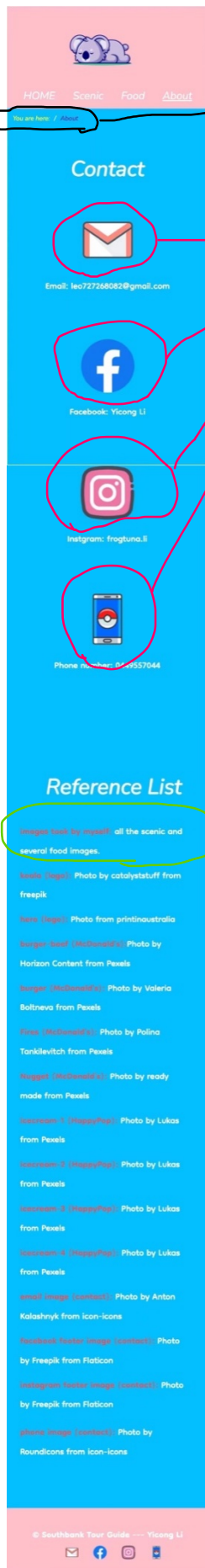
Therefore, I find this koala logo for them. Because koala is the symbol of Brisbane and is an iconic style of koala, which adapted my target audience age.

Font-family selection — Nunito : ital. this is a good font family for heading. It’s a clear and highly legible font which increases readability for my target. In addition, the font size would be 60px, making my target audience easily to see, because they probably don’t want to see a smaller heading.

I used another font family for the paragraph element, which is Dondie: wght. The reason why I chose it is that it’s similar to the word my target audience wrote it. In addition, I keep my introduction simple and short. For the children. They probably do not want to read too many words.

My card layout is a simple design, included two main colours white and blue. Change the border radius to make them more rounded. It’s better for my target to view and use. Added blue colour for the button interacts with my background colour.

Added footer background color is same with header color. It would be more consistent for my whole website style.



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Contact



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Instagram: froguna.8



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Reference List

Images took by myself, all the scenic and several food images.

Icons (Image): Photo by catulyststuff from Freepik

Icons (Image): Photo from printinaustralia

Images (Image) (Photo) (Image): Photo by Horizon Content from Pexels

Images (Image) (Image): Photo by Valeria Boltneva from Pexels

Icons (Image) (Image): Photo by Polina Tankilevitch from Pexels

Images (Image) (Image): Photo by ready made from Pexels

Icons (Image) (Image) (Image): Photo by Lukas from Pexels

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Icons (Image) (Image) (Image): Photo by Lukas from Pexels

Icons (Image) (Image) (Image): Photo by Anton Kalashnyk from icon-icons

Icons (Image) (Image) (Image): Photo by Freepik from FlatIcon

Icons (Image) (Image) (Image): Photo by Freepik from FlatIcon

Icons (Image) (Image) (Image): Photo by Roundicons from icon-icons

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Added breadcrumb for my target audience, it's better for users to use and know which page they are in. for this page is in the about page.

It includes my contact information and reference.

Icons that I selected are rounded and adorable design, which is more conformable for my target audience to read.

Pink color words are the reference heading, white color words are the reference. That would be better for my target audience to read.



HOME Scenic Food About

You are here: / food / McDonald's

McDanoald's



McDonald's

Location: 271 Grey St, South Brisbane QLD 4101

Description: This is the one of the opening 24 stores in the southbank. If you hungry on the mid night, you also be allowed to take a meal on that time. In addition, the McDanoald provides a variety of foods for children selection. It includes hamburger, fries, nugget and etc. All children loves these foods when they are going to McDanoald. Moreover, Buying a meal from McDanoald have an opportunity to win the toy, if you want to collect it, please try.

Added several sentences as description for this location. Just try to keep it short.

Pictures



Added relative images for my content. I was supposed to share images that I took, but images that I took are dark and pale. Therefore, I added these images from Pexel and reference on the about page. Because these images clearer and more readable.

