

## **Project 1**

### **Central PA Tourism Page (180 points)**

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#### **Project Description:**

Working with a design you create in Figma, you will build a single HTML page promoting the attractions and sites around Central Pennsylvania. You can use the copy here: <https://richhauck.com/art140/assets/project-1-content.pdf>. You will be responsible for establishing the color palette, images, branding, and identity for the page.

Your finished HTML page will feature 6-10 locations with accompanying images, brief descriptions, and links to external sites providing more information.

To drive your design decisions, you will perform some initial research. The final design should be published online via Github pages.

#### **Process:**

##### **Research**

1. Generate three fictional personas (delivered in a single PDF).
2. Visit similar tourism and vacation websites and generate opinions about their designs and how yours could exceed theirs.

##### **Design**

1. Create a wireframe in Figma outlining the hierarchy of your page. No colors, photos, or fonts should be defined at this stage.
2. Photograph, illustrate, or find Creative Commons-licensed images to incorporate into your design.
3. Establish a color palette of at least 5 colors.
4. Design a single desktop page in Figma and link on D2L.

##### **Development**

1. Your page layout should incorporate at least one multi-column row.
2. Your design should use at least one (1) non-system web font.
3. Your page should include a favicon and a touch icon.
4. Your finished project should be published to GitHub pages and linked on D2L.

## Deadlines and Grading Criteria:

| Description                    | Points |
|--------------------------------|--------|
| Research                       | 20     |
| Personas PDF, color palette    | 20     |
| Wireframe                      | 20     |
| Visual Design                  | 60     |
| In-progress HTML template      | 20     |
| Final page published to Github | 60     |