

Overview/Philosophy

Design Philosophy

This site is all about wanting to go to Greece and Rome. The design is about having the user wanting to go to see what the two countries are all about. The idea or emotion the user will have on this website is understanding its culture, history and what it feels like when navigating through the site.

Branding

The colours that evoke the user are old colours. Because both Greece and Rome were powerful countries in history, purple symbolizes dominance and leadership. Tyrian purple (#66023C) was a high-class colour and using it will give the site itself a very dominating look. A light white was also very popular, especially when it looks ancient to the statues both countries had. Blue was and still is a popular colour that represents Greece. As for Rome, a red signified war, from their God, Mars (the son of Mars). The colour was also cheap to make because the dye came from a herb known as *Rubia tinctorum*, and therefore other shades and tints could be created. In regards to fonts, they will come from free downloading font websites that have both Greek and/or Roman fonts.

Target Audience

The target audience are mainly those who are interested in going to Europe, or these two countries. This target audience would be young adults who want a vacation. Another target audience would be those who believe in the Greek and/or Roman Gods and want to go to those temples or churches to pray or worship. Because I also went to Greece and Rome and took the photos shown, another target audience could be students who are interested in Greek and Roman history and their cultures.

User Experience

Most of the photos shown are seen as visitors from outside the countries. Therefore, because there were so many people who went to see the tourist attractions, the user can have a sense that they are with those people. To add on, because the colours used will have a Tyrian purple theme that demonstrates dignity and power. I will also have fonts that are unique for the user to feel as if they are a part of the site.

coggle

made for free at coggle.it

- Day 1- Fly to Greece
- Day 2- The Acropolis
- Day 3- Delphi Temple
- Day 4- The Agora and the Olympic Stadium
- Day 5- Fly to Rome
- Day 6- Spanish Steps, Trevi Fountain, the Pantheon, Piazza Navona, Campo dei Fiori
- Day 7- The Colosseum, The Forum, St. Clemente Church
- Day 8- The Vatican
- Day 9- Free Day
- Day 10- Fly Back Home

Daily Features/ Tourist Sites

universe.gr.it.ca
Homepage

Navigation Bar

- Register/Sign Up
- About Us
- Contact

Footer

- Navigation Bar
- Register/Sign Up
- About Us
- Contact
- Social Media Sharing
- Snapchat
- Pinterest
- Instagram
- Facebook
- Twitter

Pricing and Dates

- Apr 29- May 9
- May 28- June 7
- May 15- May 25
- Jun 13- June 23
- June 24- July 4
- July 5- July 15
- July 15- July 25
- July 24- Aug 3
- Aug 1- Aug 11
- Aug 11- Aug 21
- Aug 15- Aug 25
- Aug 23- Sept 2

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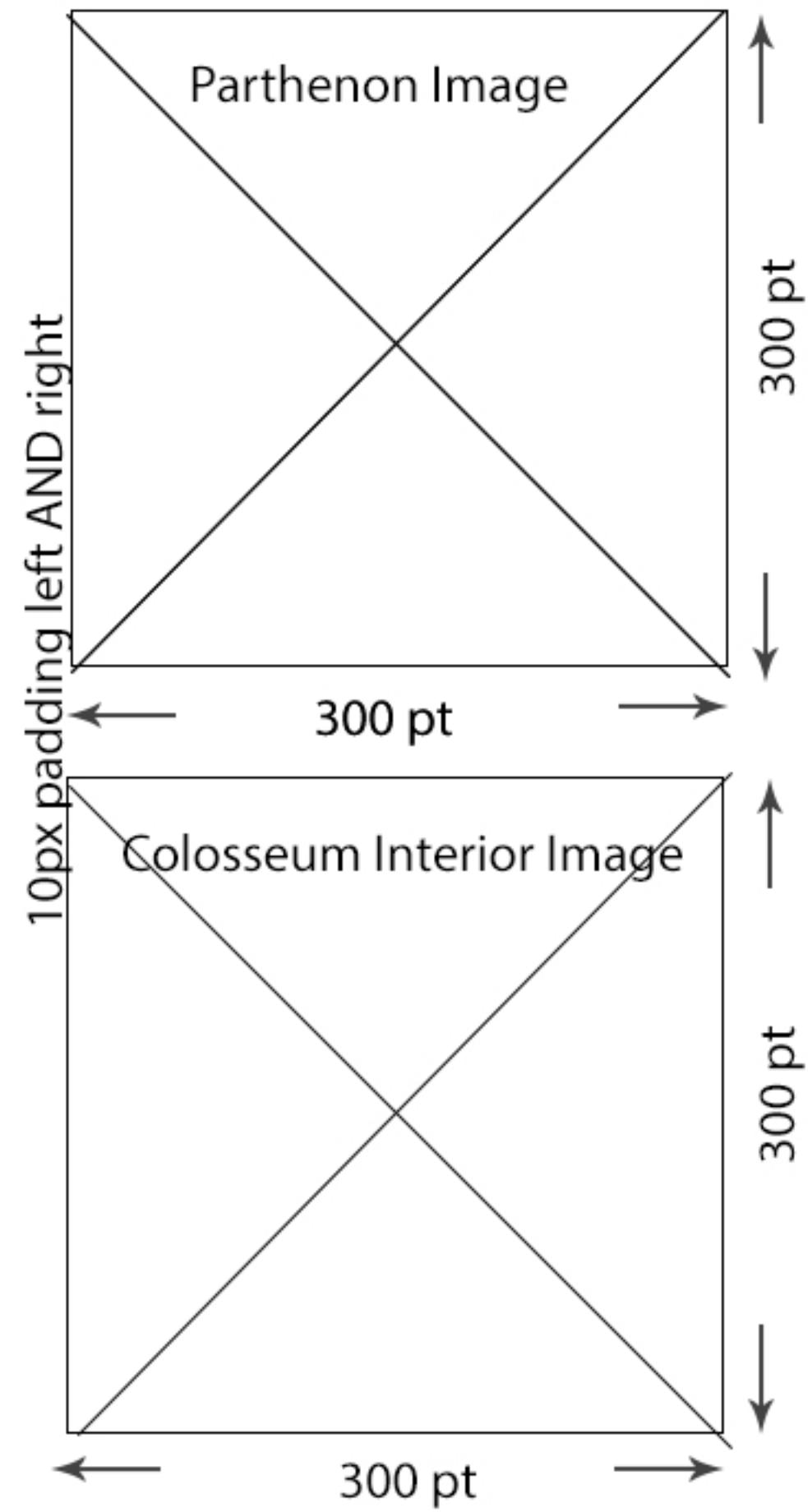
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Contact Font: 40px
86pt between About Register/ Sign Up

696 pt

Pricing and Dates

Font: 72 px



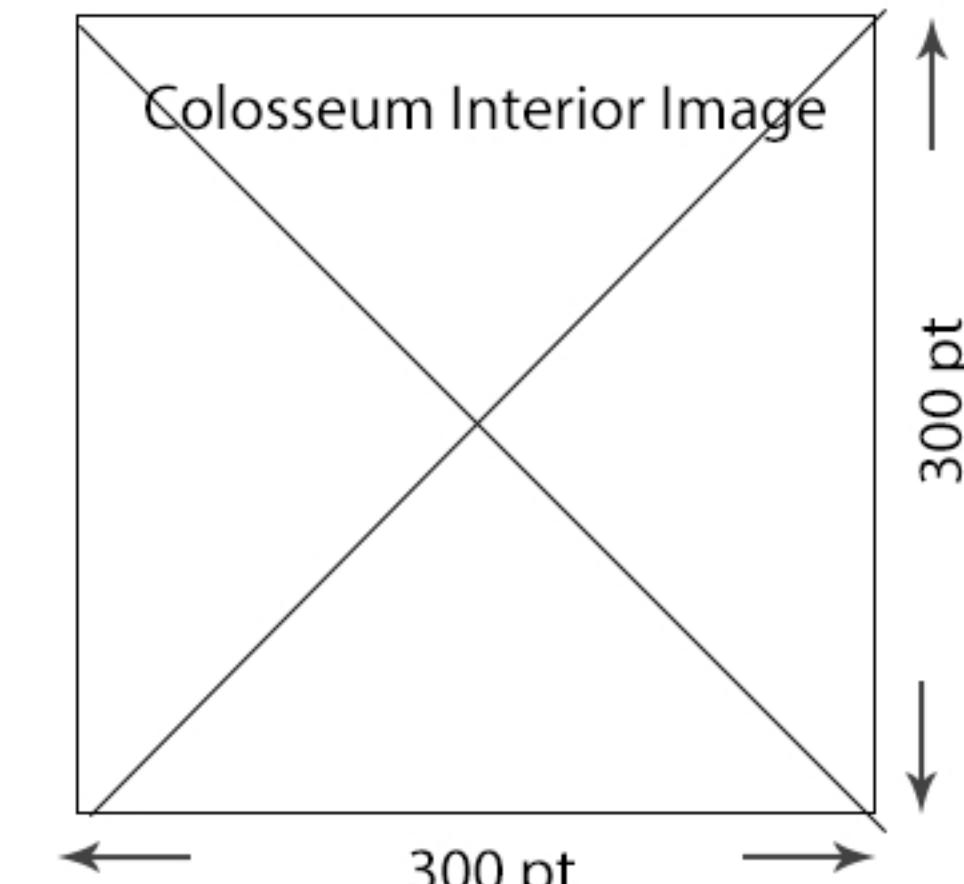
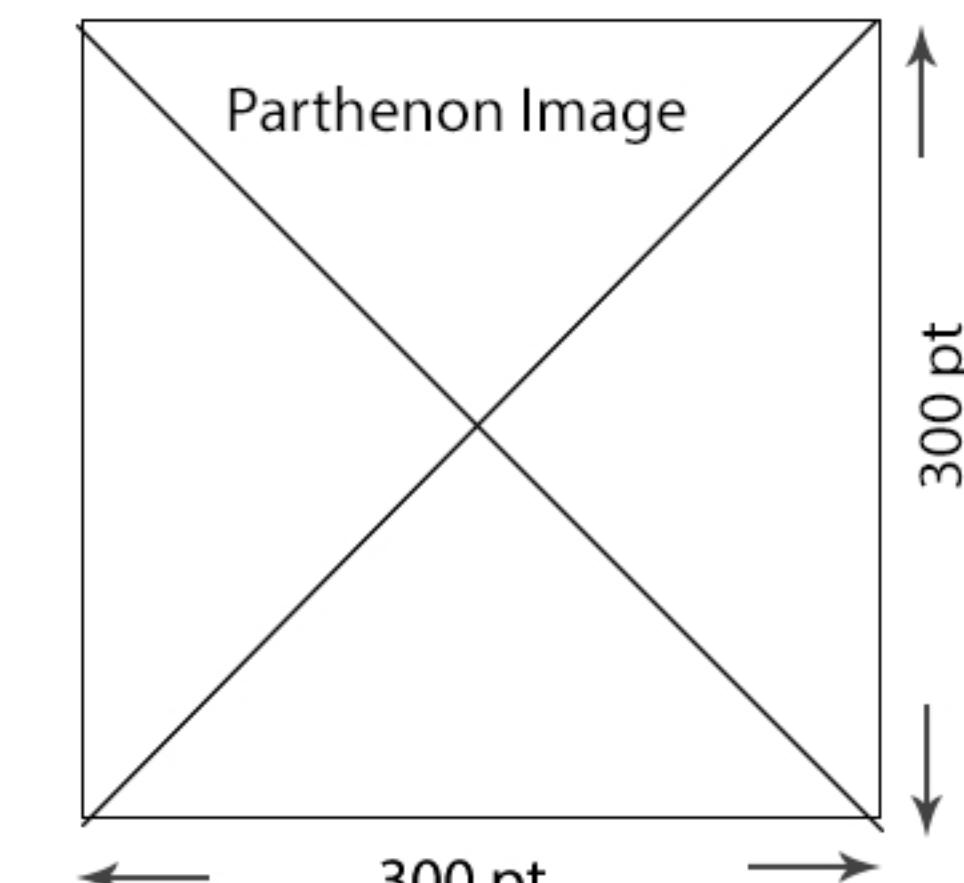
col-md-2

col-md-10

Pricing and Dates
font: 60px

500 pt

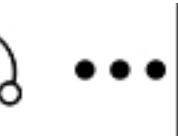
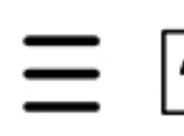
image --> align: center



5 px padding left AND right



<http://www.universe.gr.it.ca/contact>



universe.gr.it

font: 60 px

navigation
5 px padding left AND right

universe.gr.it

Font: 80 pt

Contact About Register/ Sign Up

Font: 40px
86pt between

696 pt

Current Airlines We Work With

300 pt

300 pt

Contact Us
Font: 72 px

875 pt

airline and video --> align: center

Current Airlines we Work With

300 pt

300 pt

Videos from Our Customers

300 pt

300 pt

Contact Us
font: 60px

500 pt

500 pt



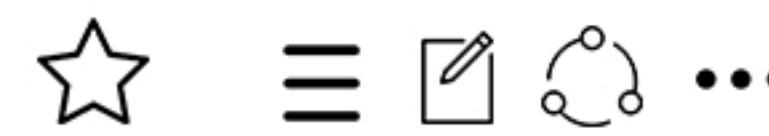
col-md-2

col-md-10

800 pt



<http://www.universe.gr.it.ca/contact>



universe.gr.it

font: 60 px
navigation

universe.gr.it
Font: 80 pt

Our Tour Groupings
300 pt

Group Meet Ups
300 pt

Contact Font: 40px 86pt between About 696 pt Register/ Sign Up

Register/ Sign Up
Font: 72 px

airline and video --> align: center

Our Tour Groupings
300 pt
300 pt

Group Meet Ups
300 pt
300 pt

Register/ Sign Up
font: 60px

col-md-2



col-md-10



500 pt

5 px padding left AND right

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CONTACT


ABOUT

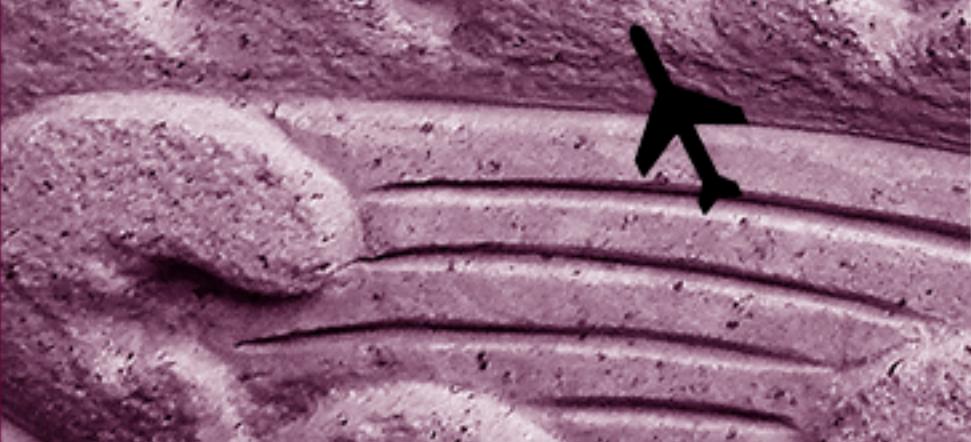
REGISTER/ SIGN UP



THE PARTHENON



The Colosseum Interior



Pricing and dates

\$2,000	Apr 29 - May 9
\$2,050	May 15 - May 25
\$2,500	May 28 - June 7
\$3,000 *Greece and Italy summer holiday begins*	June 13 - June 23
\$3,500	June 24 - July 4
\$4,000	July 5 - July 15
\$4,000	July 15- July 25
\$4,000	July 24- Aug 3
\$4,000	Aug 1- Aug 11
\$4,000	Aug 11- Aug 21
\$4,000	Aug 15- Aug 25
\$4,000	Aug 23- Sept 2



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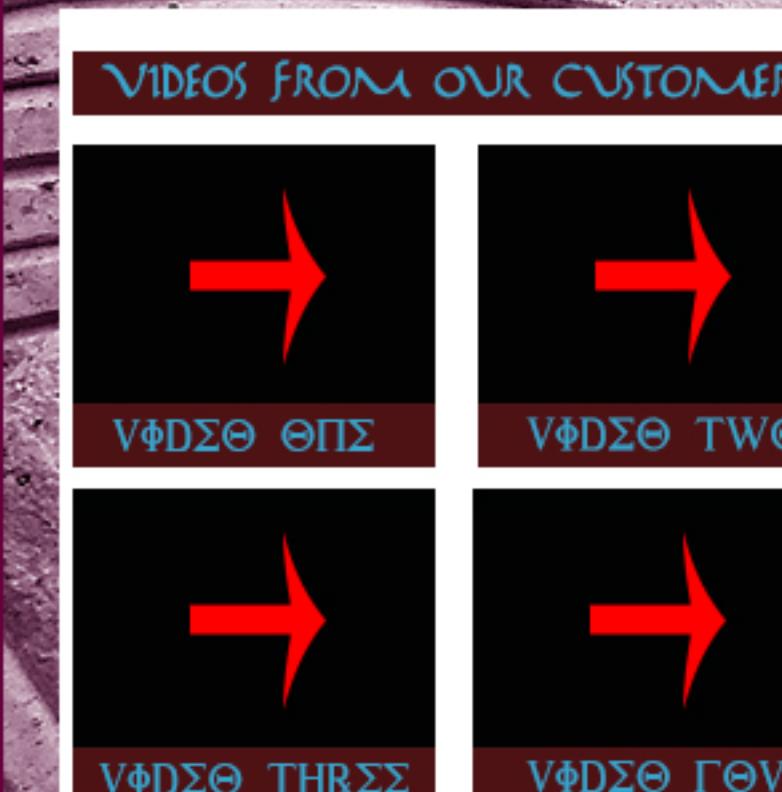
THE PARTHENON



The Colosseum Interior

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\$4,000	July 5 - July 15
\$4,000	July 15- July 25
\$4,000	July 24- Aug 3



Contact Us

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Contact Us

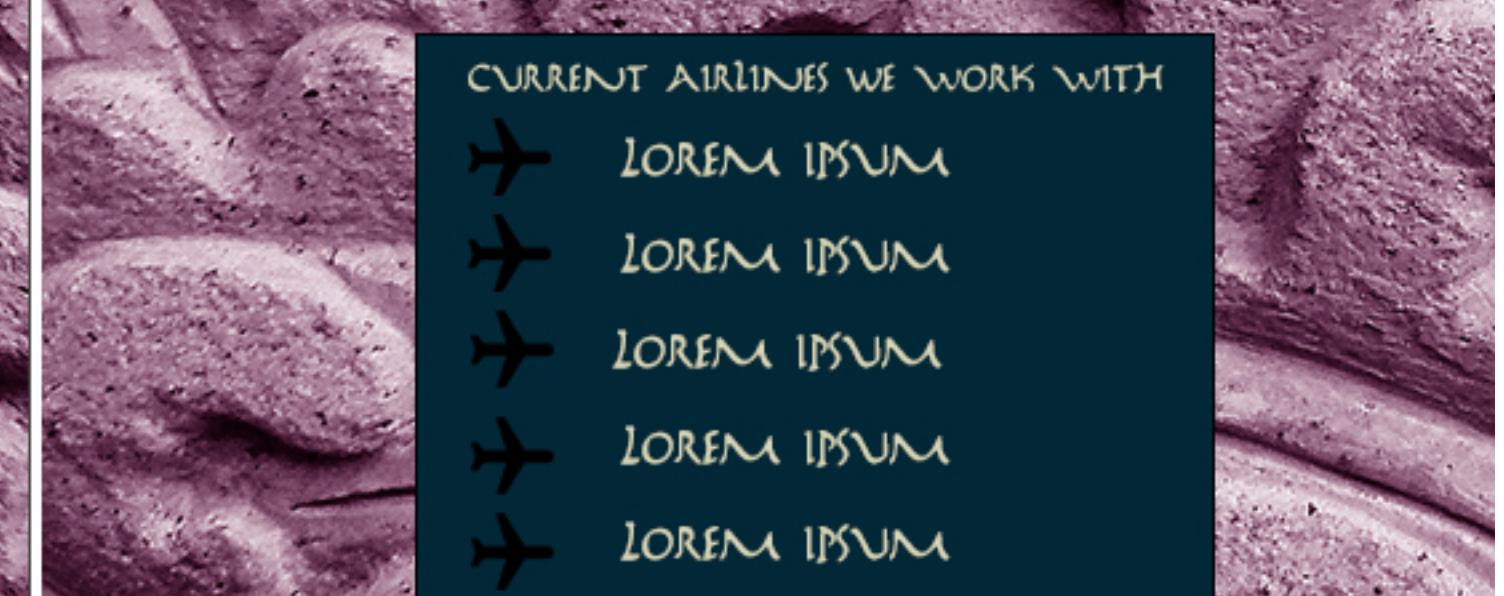
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OUR TOUR GROUPINGS

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GROUP MEET UPS

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Register/ Sign

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GROUP MEET UPS

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\$1,000	July 24-Aug 3
\$4,000	Aug 3-Aug 11
\$4,000	Aug 11-Aug 21
\$4,000	Aug 25-Aug 25
\$4,000	Aug 23-Sep 2

Social Media Sharings

[Facebook](#)[Twitter](#)[Snapchat](#)[PININTEREST](#)[Instagram](#)

Map of The Travel Plan

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TRAVEL PLAN

Day	Agenda
1	Fly to Greece
2	The Acropolis
3	Delphi Temple
4	The Agora
	Olympic Stadium
5	Fly to Rome
6	Spanish Steps
	Trevi Fountain
	The Pantheon
	Piazza Navona
	Campo dei Fiori
7	The Colosseum
	The Forum
	St. Clemente Church
8	The Vatican Church
9	Free Day in Rome
10	Fly Back Home

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Day	Agenda
1	Fly to Greece
2	The Acropolis
3	Delphi Temple
4	The Agora



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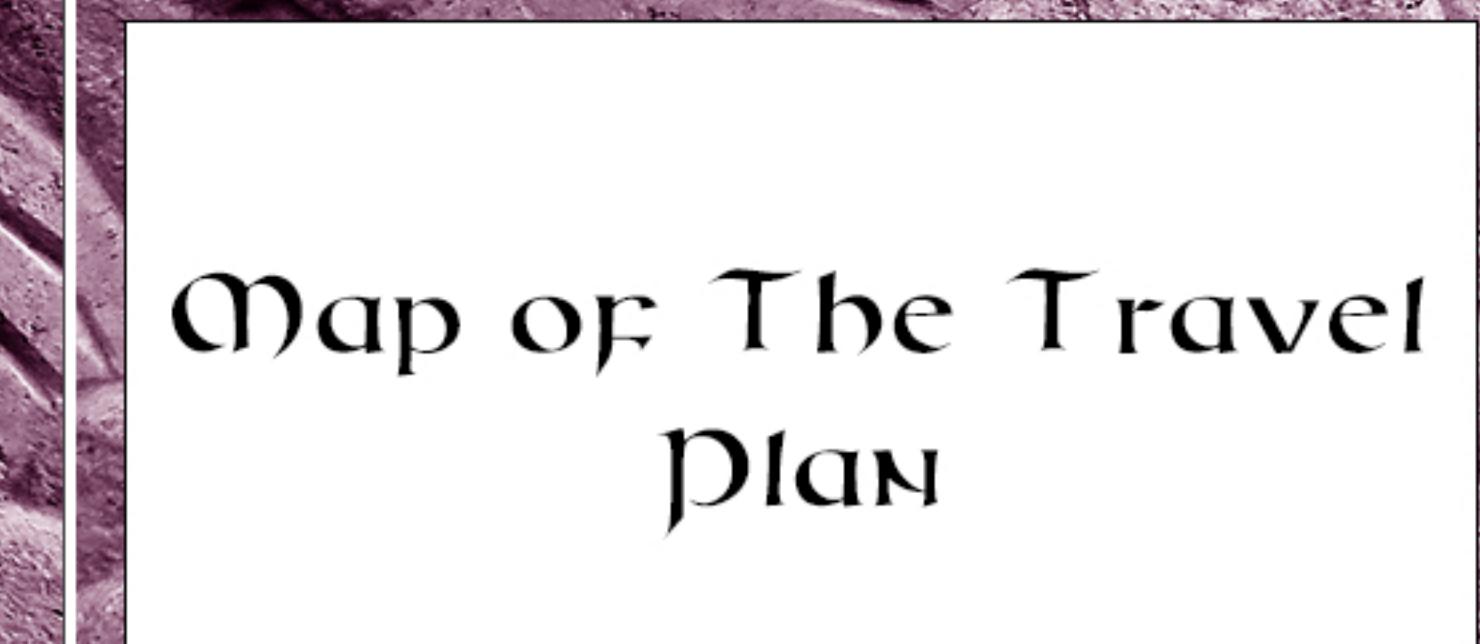


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TRAVEL PLAN

Day	Agenda	FLY to
1	The Acropolis	Greece
2	Delphi Temple	
3	The Agora	
4	Olympic Stadium	
5	Spanish Steps	Rome
6	Trevi Fountain	
7	The Pantheon	
8	Piazza Navona	
9	Campo dei Fiori	
10	The Colosseum	
11	The Forum	
12	St. Clemente Church	
13	The Vatican Church	
14	Free Day in Rome	
15	FLY Back Home	

	Olympic Stadium
1	FLY to Rome
2	Spanish Steps
3	Trevi Fountain
4	The Pantheon
5	Piazza Navona
6	Campo dei Fiori
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8	The Forum
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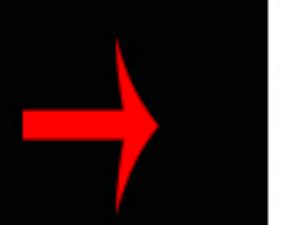
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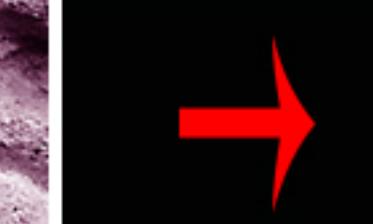
VIDEOS FROM OUR CUSTOMERS



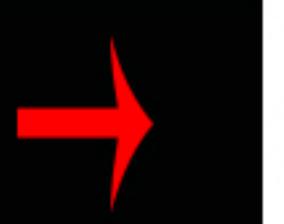
VΦΔΣΘ ΘΠΣ



VΦΔΣΘ ΤΩΘ



VΦΔΣΘ ΤΗΡΣΣ



VΦΔΣΘ ΓΘVR

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	The Colosseum
	The Forum
	St. Clemente Church
8	The Vatican Church
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10	Fly Back Home

TRAVEL PLAN

Day	Agenda
1	Fly to Greece
2	The Acropolis
3	Delphi Temple
4	The Agora



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Day	Agenda
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TRAVEL PLAN

Day	Agenda
1	FLY to Greece
2	The Acropolis
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Mauris vitae turpis cursus, imperdiet augue commodo, venenatis mi.

Morbi varius ligula sed egestas ultricies. Phasellus ac risus feugiat, mattis neque ut, interdum justo. Integer vitae fermentum ante.

Mauris in elit vitae ligula euismod varius. Etiam justo dui, imperdiet eu dolor sit amet, mattis mattis metus. Aliquam erat volutpat. In eu augue urna.

Pellentesque efficitur ornare egestas. Pellentesque lacinia est enim, dapibus accumsan elit varius rhoncus.

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TRAVEL PLAN

Day	Agenda
1	FLY to Greece
2	The Acropolis
3	Delphi Temple
4	The Agora
	Olympic Stadium
5	FLY to Rome

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TRAVEL PLAN

Day	Arena FLY to Greece
1	The Acropolis
2	Delphi Temple
3	The Agora
4	Olympic Stadium
5	FLY to Rome
6	Spanish Steps
7	Trevi Fountain
8	The Pantheon
9	Piazza Navona
10	Campo dei Fiori
11	The Colosseum
12	The Forum
13	St. Clemente Church
14	The Vatican Church
15	Free Day in Rome FLY Back Home

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Olympic Stadium

FLY to Rome

Spanish Steps

Trevi Fountain

The Pantheon

Piazza Navona

Campo dei Fiori

FLY to Rome

The Colosseum

The Forum

St. Clemente Church

FLY Back Home

Map of The Travel Plan

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Colour Palette Sources

Source: <https://color.adobe.com/Greek-Blues-color-theme-6653504/edit/?copy=true>

Source: <http://www.color-hex.com/color-palette/111160>

Source: <https://color.adobe.com/Copy-of-Roman-Holiday-color-theme-8878317/edit/?copy=true>

Source: <https://color.adobe.com/Roman-Colours-color-theme-7840846/edit/?copy=true> Source: <http://www.colorcombos.com/color-schemes/349/ColorCombo349.html>

Colours Used.

#ffffff and #000000 (These two colours were used for any tables that needed to be shown on the screens. That way, it is easier for the user to see because many users still are adapted to pen and paper. Therefore, the black wording and white background will contrast, making it adaptable.)

#66023c (The purple is thought as high-class and so using this a background colour will not hurt the user's eyes. Also, lighter colours are able to be used to put a softer feel on the page.)

#ed6d45 (This orange colour is what is highlighted when the user's mouse comes across the page. It is not too bright to take their eyes directly, but to guide them where their mouse is)

#0378a6 (The light blue is known to the Greeks and so its colour is shown on the navigation bar when not highlighted as well as more words are put on the page.)

#f2df9b (The beige is shown as an older kind of colour, and so putting it on the copyright can show how dedicated the page is to the ancient cultures)

#4e1214 (The dark red is mainly used to show the Roman culture. Because it is a darker red, it is more easier to blend with the purple and not have to strain the eyes with a bright red.)

Fonts

Times New Roman (Times New Roman)

Ancient Greek (Ancient Greek)

Source: <http://www.dafont.com/ancient-greek.font>

Marathon (Marathon)

Source: <http://www.1001freefonts.com/marathon.font>

Roman Uncial Modern (Roman Uncial Modern)

Source: <http://www.1001fonts.com/roman-uncial-modern-font.html>

Online Icons (All Used from <http://www.flaticon.com>)



Source: http://www.flaticon.com/free-icon/more_346600#term=more&page=2&position=10



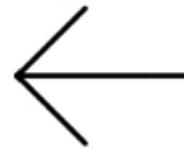
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Source: http://www.flaticon.com/free-icon/clicker_99162



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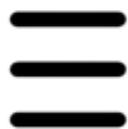
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Source: http://www.flaticon.com/free-icon/star_126482



Source: http://www.flaticon.com/free-icon/menu_118756#page=1&position=2

Background Image

Fresco ancient stone

Source: <https://pixabay.com/en/fresco-wave-stone-carving-water-379933/>