THE ELEMENTS
Be prepared for your adventure.

■ My domain name is called theelement.info which is $12.00 a year. I chose The Elements because it has to do with different atmospheric conditions. I wanted to make a weather site that was geared to knowing which elements you were going to endure if you were going to go outside, therefore I thought elements was a great simple name for

■ My site purpose is to tell you the weather, so that a person is prepared for their adventure whether its inside or outside. The purpose of the site is Be prepared for your adventure.

TARGET AUDIENCE

AUDIENCE ONE

MALE, AGE 20-30

SINGLE

ENTREPRENEUR 45-60K

SENARIOS:

"DID IT RAIN SO THAT THE TRAIL MUDDY?
"HOW IS THE WIND FOR SURFING TODAY?"
"HOW HARD IS IT GOING TO RAIN TODAY ON THE TRAIL?"
"IS THERE SNOW ON THE MOUNTAIN YET?"
" WHERE CAN I FIND A PICTURE OF THE COAST?"

COLORS

#0d1f21	#143441	#c4b69a	#ebb11a	#cc9612	#ffffff
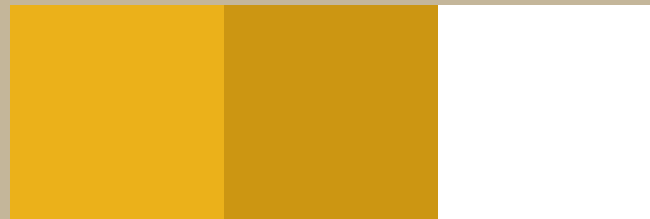
There were two ideas for colors I know I wanted, number one, two contrasting colors, and number two, the color blue. I thought this color theme was perfect for my idea. It goes well with the weather style because there is blue for everything blue that has to do with the weather and then the bright yellow for the sun. I like having different shades of the colors to just offset them when there are headings and lists.

The Blue colors are for the smaller text except for titles and headlines will be yellow. I thought this would be good because a lot of yellow would be hard to read, but on large scales against the blue it will be fine.

There will be beige and white backgrounds and blue and yellow boarders.

TYPOGRAPHY

TRADE GOTHIC NEXT LT PRO BOLD-FOR HEADINGS AND TITLES OF PAGES

EUROPA LIGHT-For sub headings and other misc elements.

yrsa regular-For smaller Texts and paragraphs.

SITE MAP

Home —— contact/map

—— current conditions/current news

Preston — **Soda Springs** — **Fish Haven** — **Storm Center** — **Gallery**

Preston
- weather conditions
- news

Soda Springs
- weather conditions
- news

Fish Haven
- weather conditions
- news

Storm Center
- info about the storm center

Gallery
- images