A3 Interactive Media: City Guide
Process Document
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At first we wanted to do L.A, but it is taken already, then we consider between Bagan (the hot air balloon city in Egypt) and Venice (the floating city)

For our assignment, We chose to make a website about Venice. The goal is to give the users a overall look about Venice, give them a guide on visiting the city and to help them make a booking to this city. Venice is famous for its beautiful landsite, and named by many the flowing city for its canals.

However, for the website color direction, we chose subtle colors to highlight the city's historical value. We wanted to give the user the feeling of timelessness of a quiet and peaceful landscape. We are mostly inspired by this color palette underneath

We started as Quynh plan the layout and Hao think and write all of the content needed. Then when we meet up, we would discuss the layout again, choosing the layout we like from other webs

ites, and discuss the user flow and the final layout together. Then Quynh is the main coder, who do all of the coding while Hao sits next to her, helping and finding resources. We think about the art direction together as we have different idea, Hao like vibrant colors to highlight the beauty while Quynh like subtle colors to highlight historical value. We decided to go for Quynh's idea.

#B09F7B

#85948c

#3a3f46

#fff
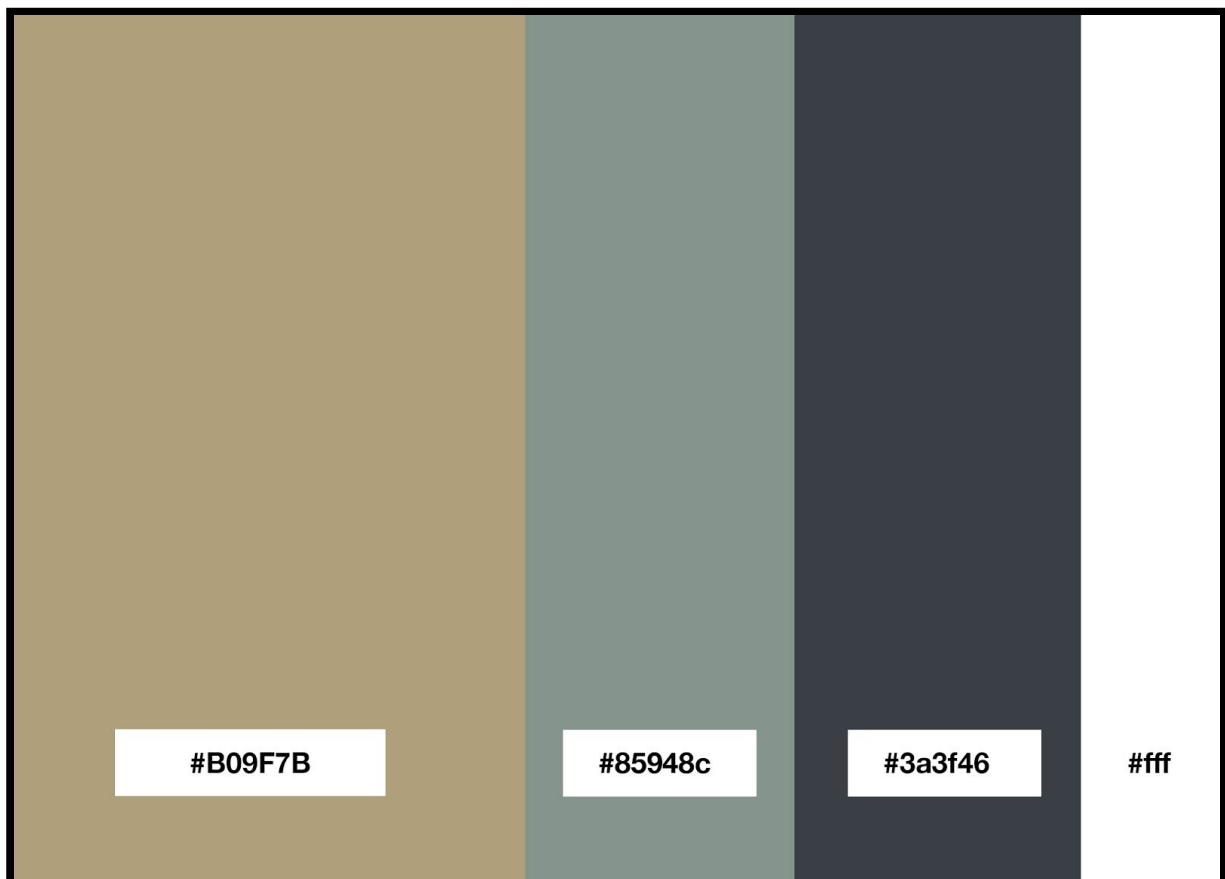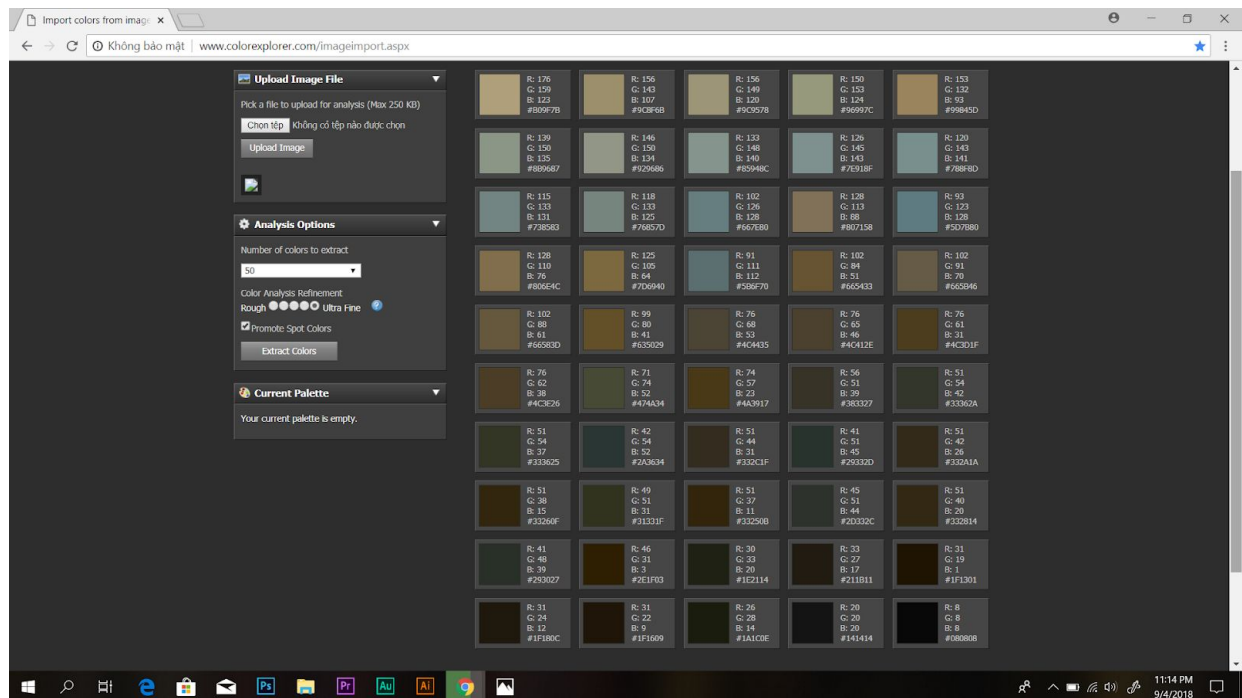
But these are the colors we use for our website:

NAVBAR: change from transparent background to this color RGBA(133,148,140, 0.8)

EACH SECTION: We use two main colors: white and #B09F7B

FOOTER: we use this color #3A3F46

As for HEADER: we use images of Venice to catch more attention

For the HEADER, we use a Serif font inspired by Vogue, "Playfair Display"
For the content, we use San serif font to make it more readable
The font was also chosen to make an antique feeling, enhancing the solemness of the city and looks curvy and finesse, to highlight the fact that city has many canals and its elegant beauty. We use this variety of fonts from Google Fonts such as: "Playfair Display", "Poppins", "Varela Round", "Lato", "Noto Serif JP", "Roboto"

First sketches
 We decided to make 3 pages: the first page is about Venice in general (introduction)(1st section) and our brand(2nd section), The second is about Venice in more depth(3rd section) and booking(4th section), and the last page is travel guide(5th section). We were inspired by these websites:
https://www.webdesign-inspiration.com/web-designs/industry/travel
https://www.cntraveller.com/gallery/best-restaurants-in-venice
https://wanderwisdom.com/travel-destinations/Things-You-Must-Do-In-Venice-It
https://www.nomadicmatt.com/travel-guides/italy-travel-tips/venice/
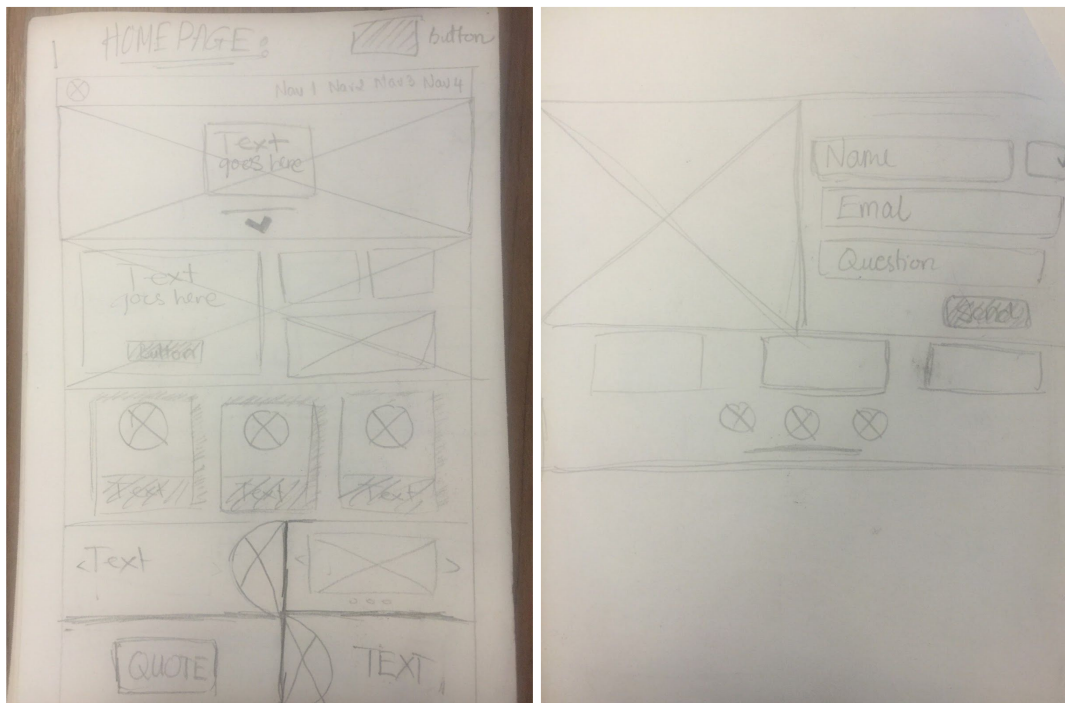https://www.visitfinland.com/
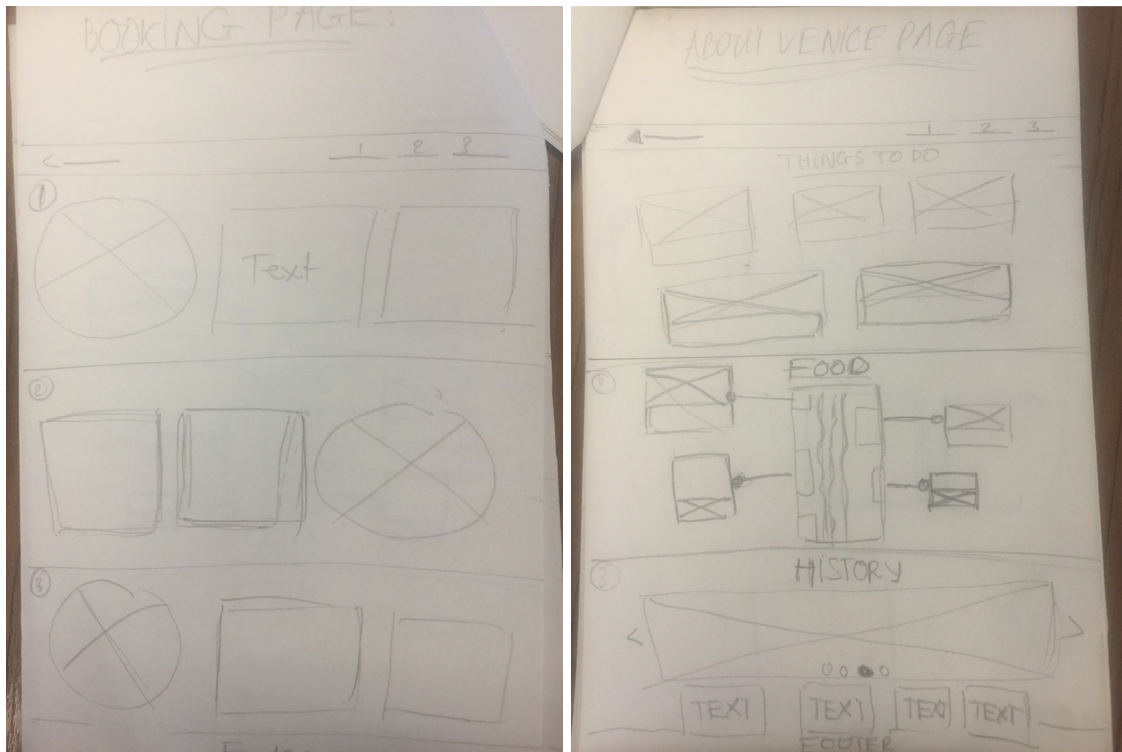Also the magazine: International designers Network volume 23 No.4
For layout and content
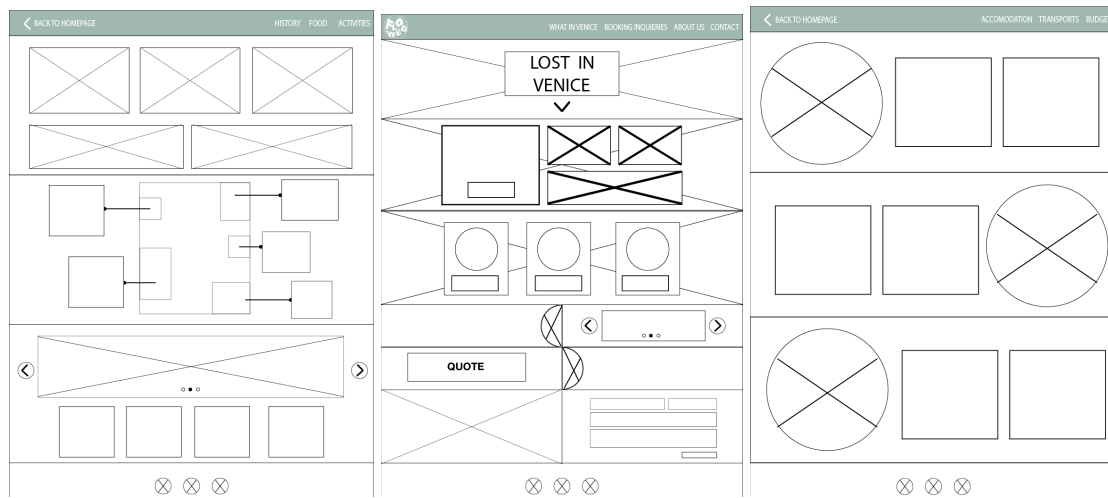For the coding: we use bootstrap, java, jquery (plug-ins)
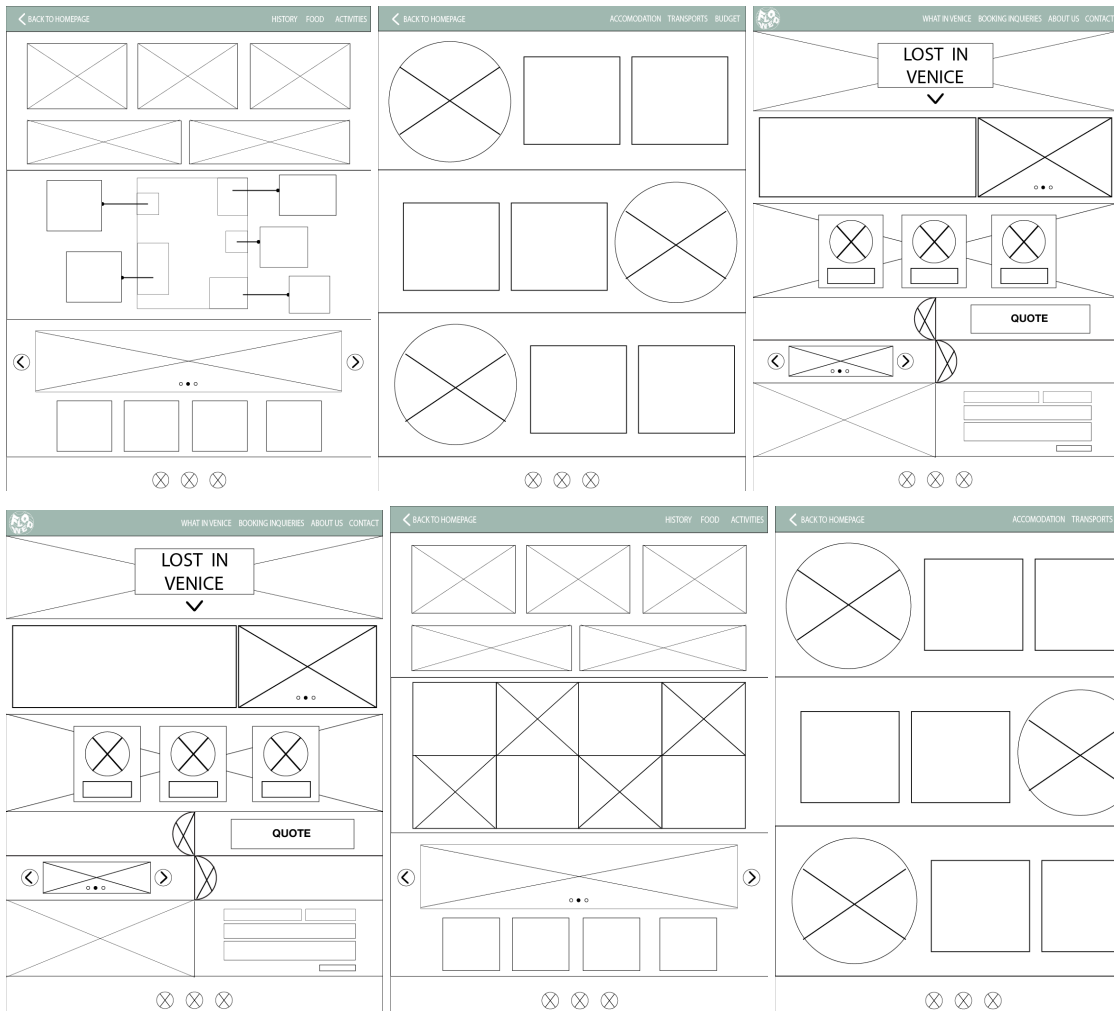We mainly use tutorials for coding on W3school, codepen.io, stackoverflow, bootstrap

This is our hand drawn sketches:
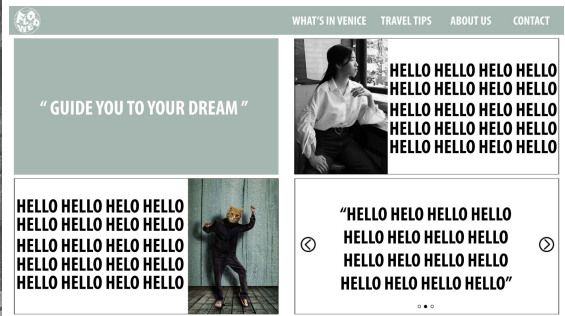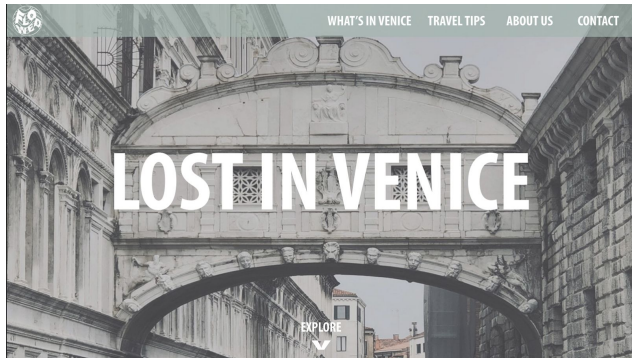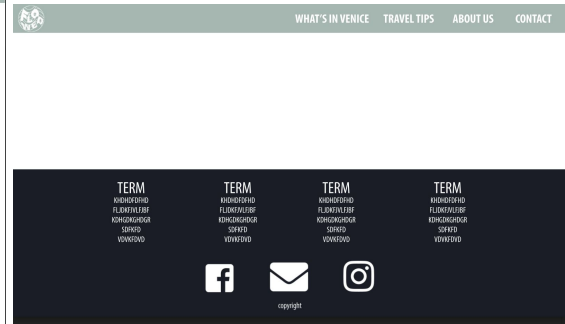
Then we start doing digital sketches

And change up some of the layout

LOST IN VENICE

QUOTE

LOST IN VENICE

QUOTE

Add more detail, change up more of the layout and refine

name

email address

leave your question here...

SEND
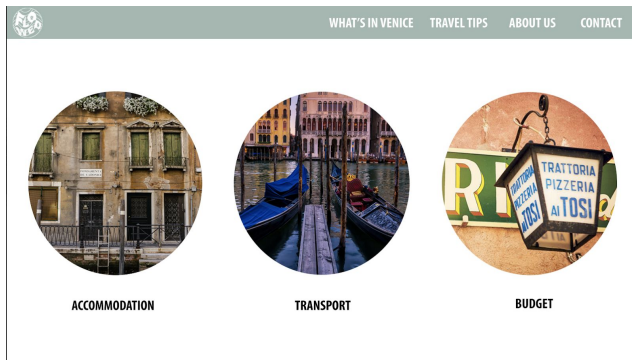
For the content, we wanted to do a collapse, hide and show effect to make the website look more neat and organized.

The nav bar on the top of the page doesn't have background color, until it is scrolled down We want to make the user flow short, clear and simple, to give the users easy access to the content they want. The grid is more clear and simple compared to the first idea. We follow the word "Venice" , so we put the information and photos in a "V" shaped grid.

Here's our site map:
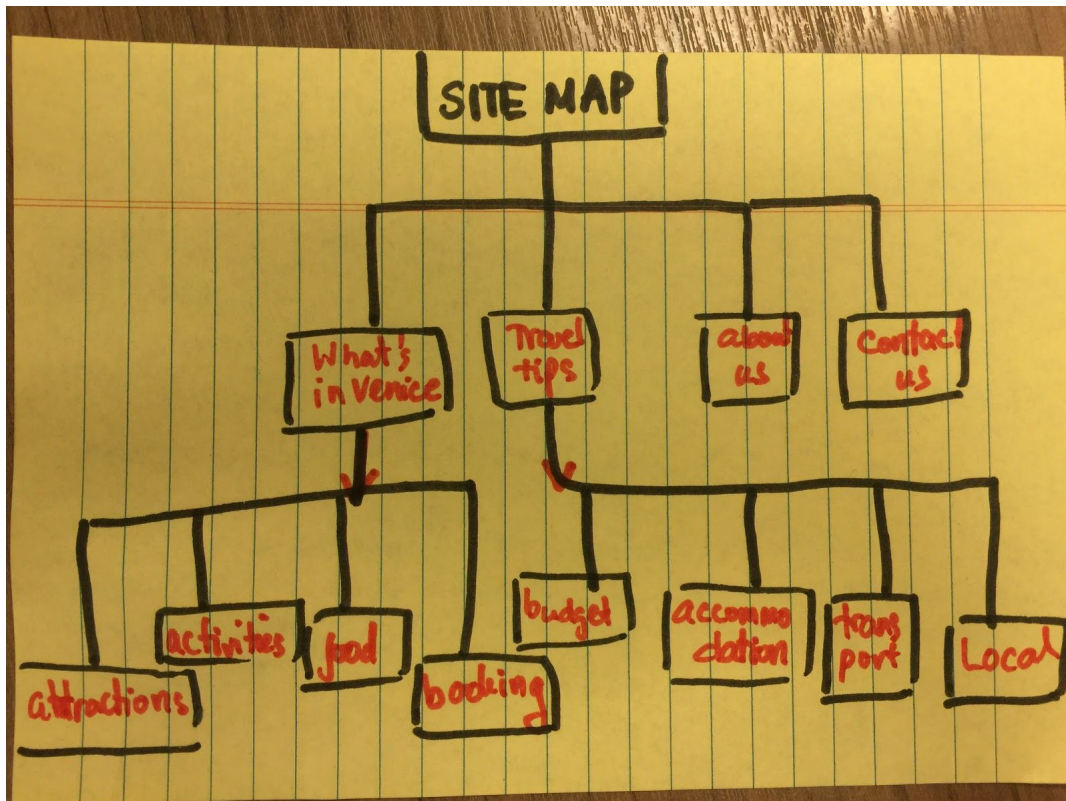
This is our brand's logo that we place at the top left of our nav bar, we thought of this when we chose to Venice as our topic. The logo reflect the most attractive feature of the city: the canals and water. Also, it is to say that we want to make visitors to this place feel peaceful and relax as they flows on the famous Gondola ride around the floating city.