

1. Project Proposal

Adventure Cymru has asked me to create a digital product that will showcase an activity that they provide. As shown by the survey they conducted, Kite Surfing was the most popular activity at a target audience of ages 10 to 13. I will be making a 30 second animation at 24fps with characters and sounds to make the animation interesting and eye-catching.

After some research into kitesurfing, I have come up with a baseline of what the animation needs to cover:

- 1) Learning on the correct board – Trainer board
- 2) Flying a kite on land – launching, landing and controlling the kite
- 3) Flying a kite in water – Body dragging, control and re-launching
- 4) Getting up & riding on the board

The maximum length of the animation can be 30 seconds, and the main target of the animation is to show the viewer how fun kite surfing is. Therefore, the animation will include the following:

- A kite surfer arriving at the beach
- They will then practise kite control on the beach before entering the water
- They'll practise body dragging and re-launching
- Then finally they will ride the board

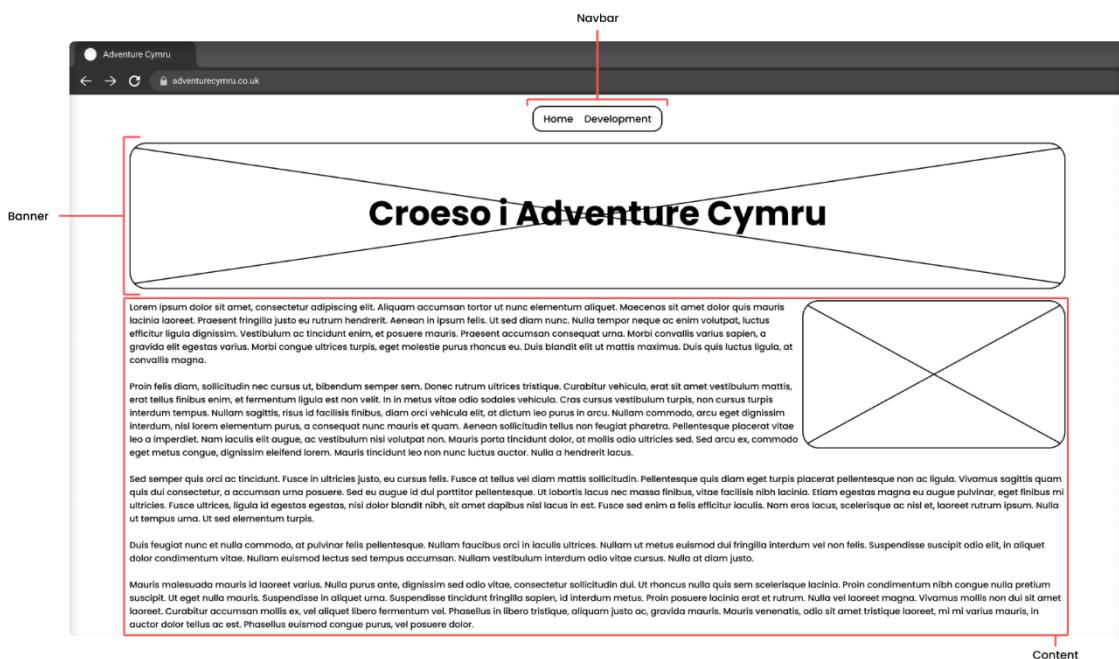
Date:	10-03-22
Section worked on:	Wireframe planning
Work Completed:	

2. Website

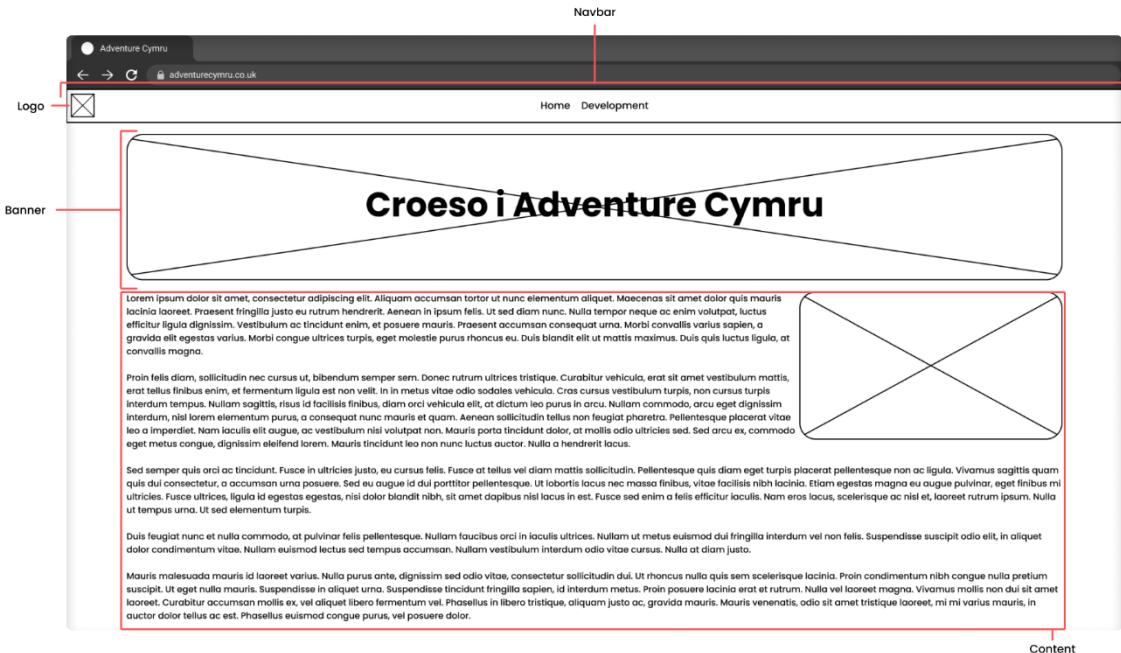
2.1. Designs

2.1.1 Layout (Master) Page

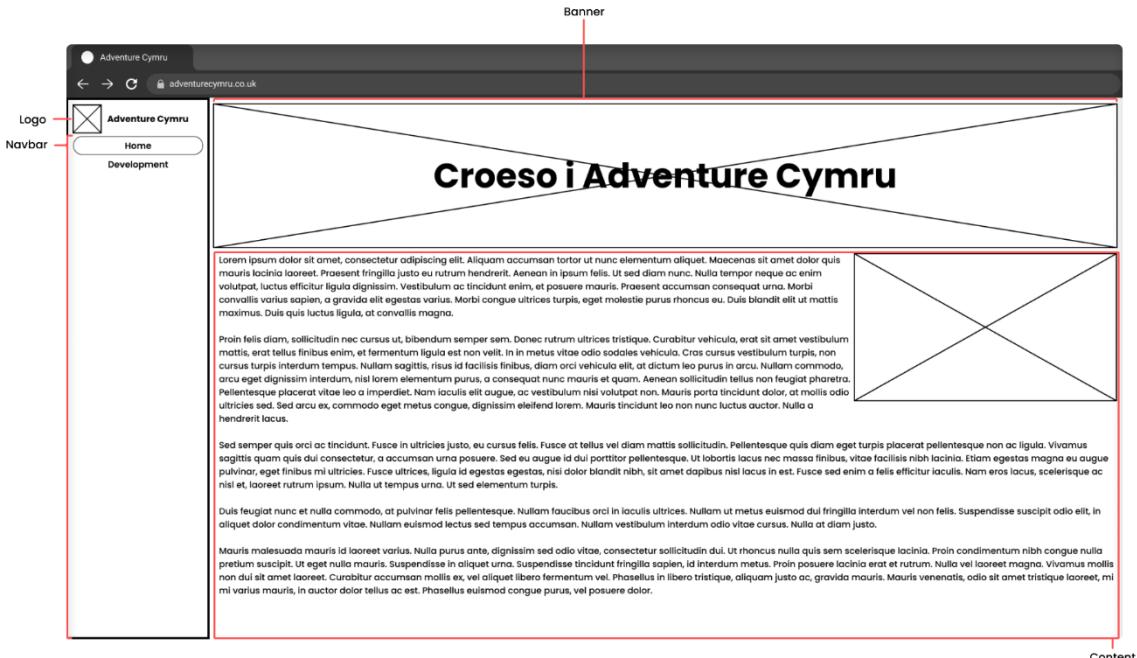
2.1.1.1 Design 1



2.1.1.2. Design 2

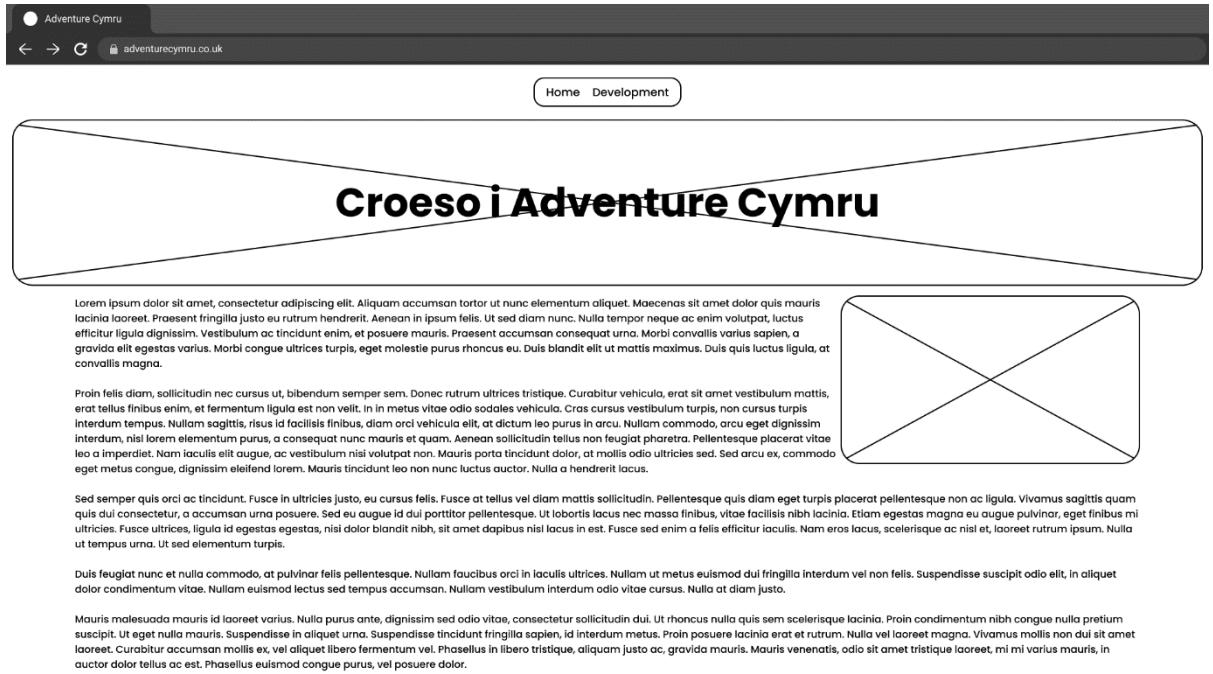


2.1.1.3. Design 3

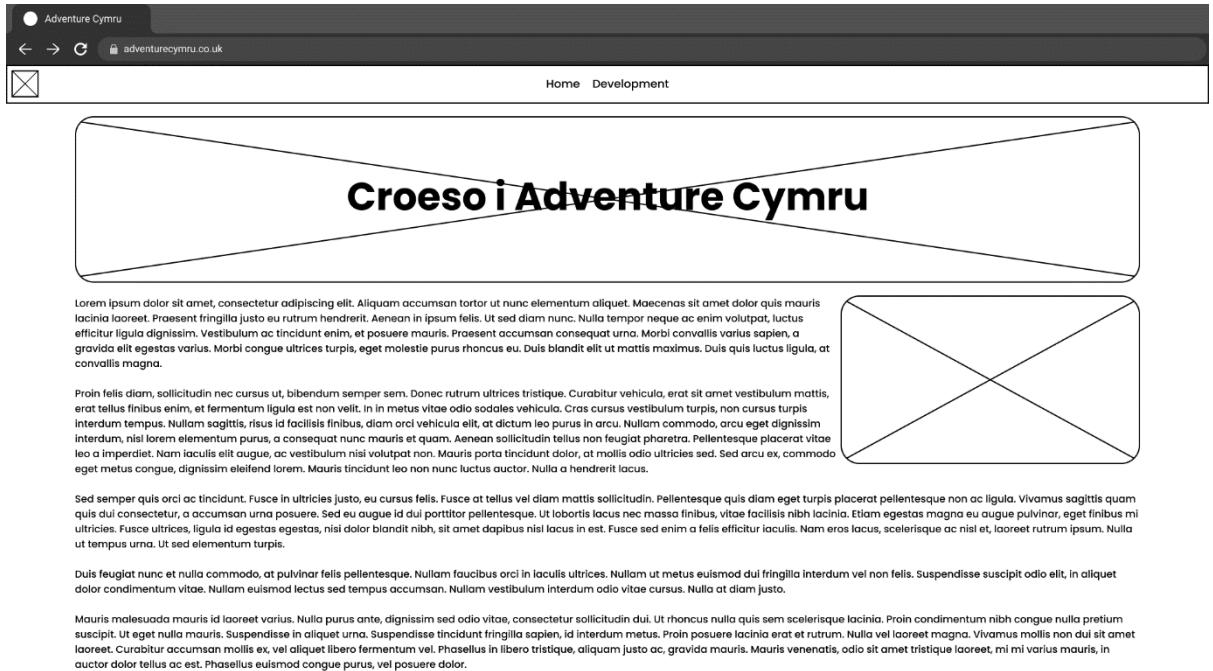


2.1.2. Index Page

2.1.2.1. Design 1



2.1.2.2. Design 2



2.1.2.3. Design 3

The screenshot shows a web browser window for 'Adventure Cymru' at 'adventurecymru.co.uk'. The header includes a logo, navigation links for 'Home' and 'Development', and a search bar. The main content area features a large, bold title 'Croeso i Adventure Cymru' centered over a background graphic of two overlapping triangles. Below the title is a short paragraph of placeholder text ('Lorem ipsum...'). The main content area is divided into two columns by a vertical line. The left column contains a long block of placeholder text. The right column contains a smaller block of text followed by a large, faint watermark graphic of a triangle with an 'X' through it.

Adventure Cymru

Home Development

Croeso i Adventure Cymru

Placeholder Text:

Proin felis diam, sollicitudin nec cursus ut, bibendum semper sem. Donec rutrum ultrices tristique. Curabitur vehicula, erat sit amet vestibulum mattis, erat tellus finibus enim, et fermentum ligula est non velit. In metus vitae odio sodales vehicula. Cras cursus vestibulum turpis, non cursus turpis interdum tempus. Nullam sagittis, risus id facilisis finibus, diam orci vehicula elit, at dictum leo purus in arcu. Nullam commodo, arcu eget dignissim interdum, nisl lorem elementum purus, a consequat nunc mauris et quam. Aenean sollicitudin tellus non feugiat pharetra. Pellentesque placerat vitae leo a imperdiet. Nam iaculis elit augue, ac vestibulum nisi volutpat non. Mauris porta tincidunt dolor, at mollis odio ultricies sed. Sed arcu ex, commodo eget metus congue, dignissim eleifend lorem. Mauris tincidunt leo non nunc luctus auctor. Nulla a hendrerit locutus.

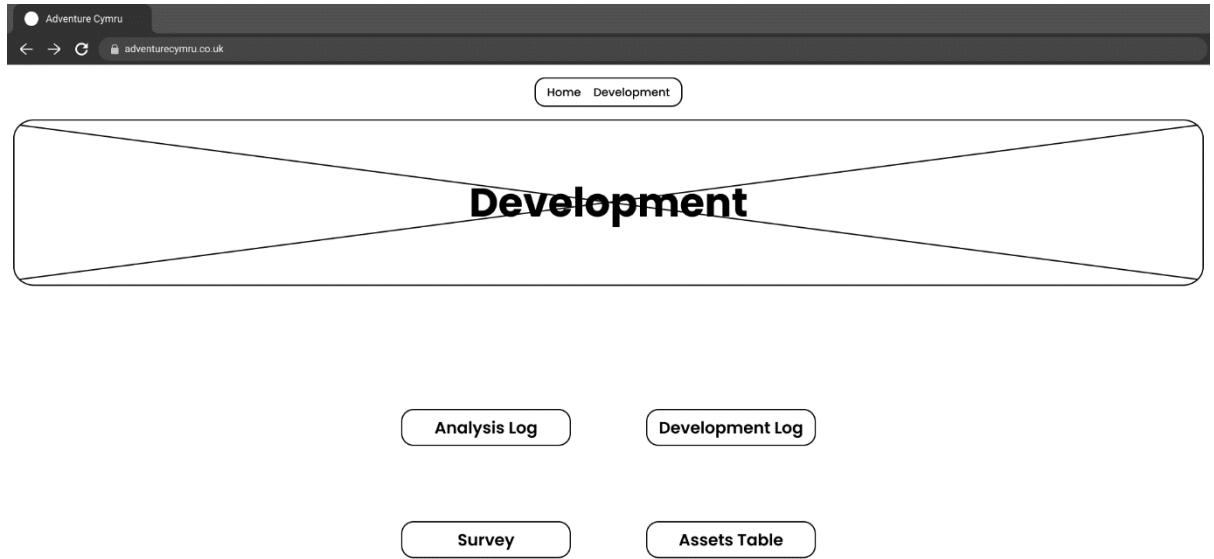
Sed semper quis orci ac tincidunt. Fusce in ultricies justo, eu cursus felis. Fusce at tellus vel diam mattis sollicitudin. Pellentesque quis diam eget turpis placerat pellentesque non ac ligula. Vivamus sagittis quam quis dui consectetur, a accumsan urna posuere. Sed eu augue id dui porttitor pellentesque. Ut lobortis lacus nec massa finibus, vitae facilisis nibh lacinia. Etiam egestas magna eu augue pulvinar, eget finibus mi ultricies. Fusce ultrices, ligula id egestas egestas, nisl dolor blandit nibh, sit amet dapibus nisl focus in est. Fusce sed enim a felis efficitur iaculis. Nam eros lacus, scelerisque ac nisl et, lloreat rutrum ipsum. Nulla ut tempus urna. Ut sed elementum turpis.

Duis feugiat nunc et nulla commodo, at pulvinar felis pellentesque. Nullam faucibus orci in iaculis ultrices. Nullam ut metus euismod dui fringilla interdum vel non felis. Suspendisse suscipit odio elit, in aliquet dolor condimentum vitae. Nullam euismod lectus sed tempus accumsan. Nullam vestibulum interdum odio vitae cursus. Nulla at diam justo.

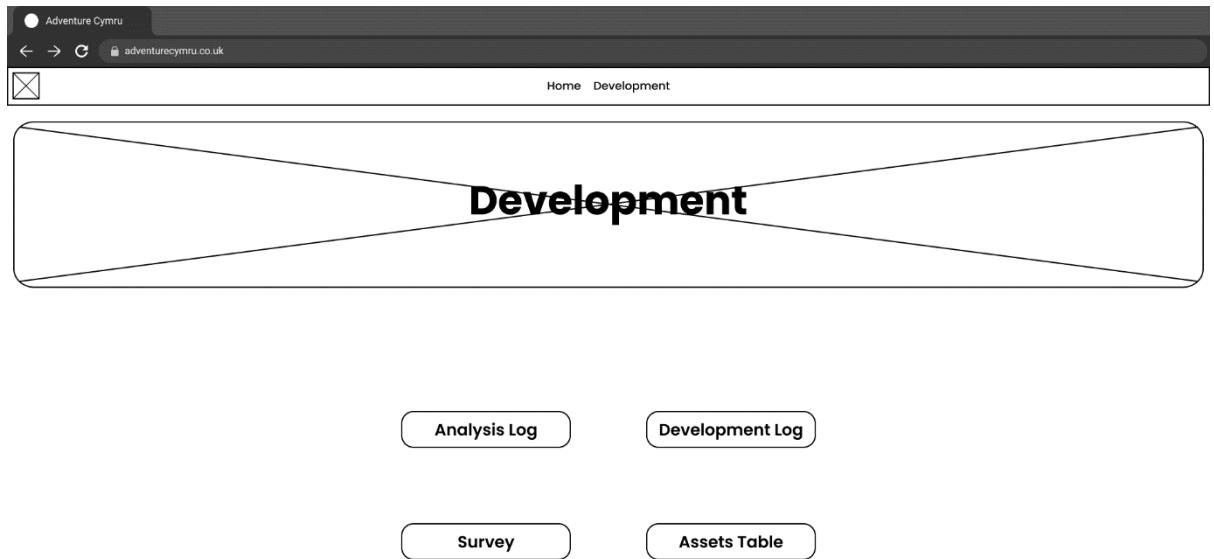
Mauris malesuada mauris id lloreat varius. Nulla purus ante, dignissim sed odio vitae, consectetur sollicitudin dui. Ut rhoncus nulla quis sem scelerisque lacinia. Proin condimentum nibh congue nulla pretium suscipit. Ut eget nulla mauris. Suspendisse in aliquet urna. Suspendisse tincidunt fringilla sapien, id interdum metus. Proin posuere lacinia erat et rutrum. Nulla vel lloreat magna. Vivamus mollis non dui sit amet lloreat. Curabitur accumsan mollis ex, vel aliquet libero fermentum vel. Phasellus in libero tristique, aliquam justo ac, gravida mauris. Mauris venenatis, odio sit amet tristique lloreat, mi mi varius mauris, in auctor dolor tellus ac est. Phasellus euismod congue purus, vel posuere dolor.

2.1.3. Development Page

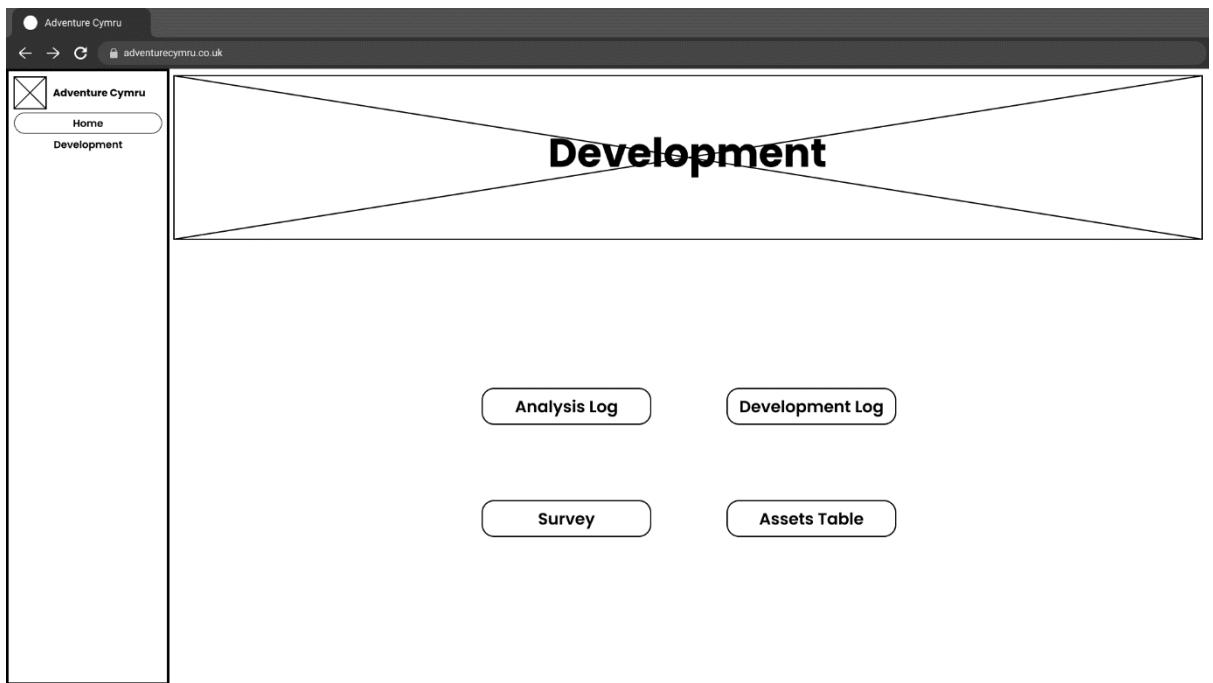
2.1.3.1. Design 1



2.1.3.2. Design 2

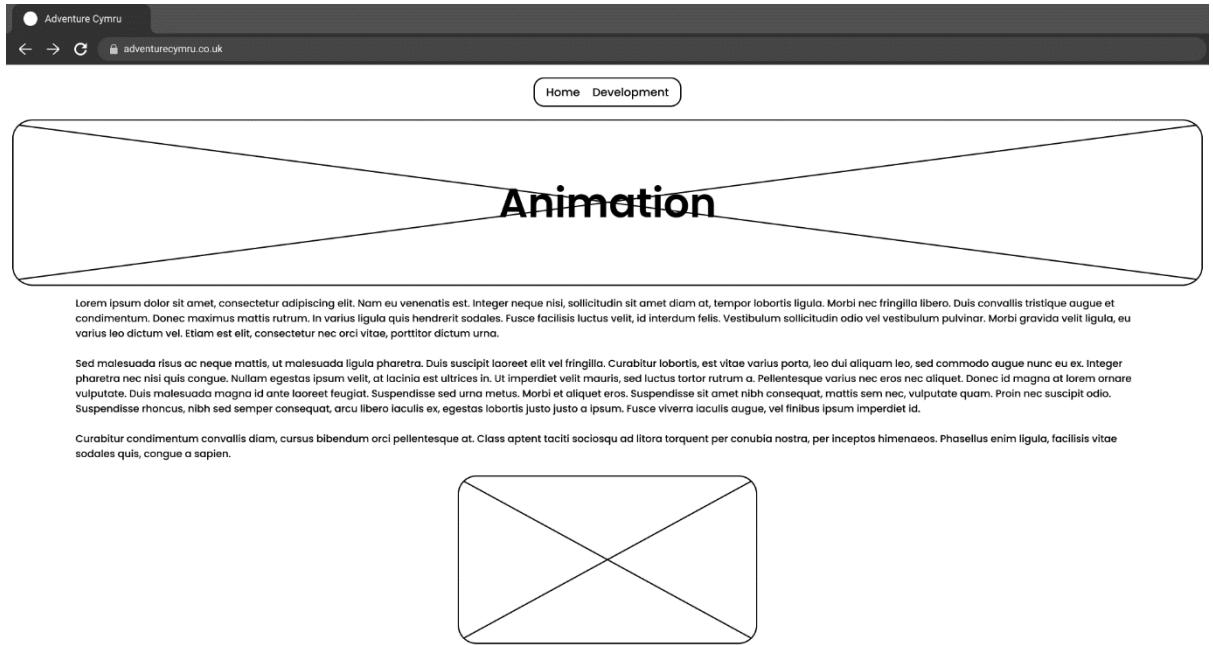


2.1.3.3. Design 3

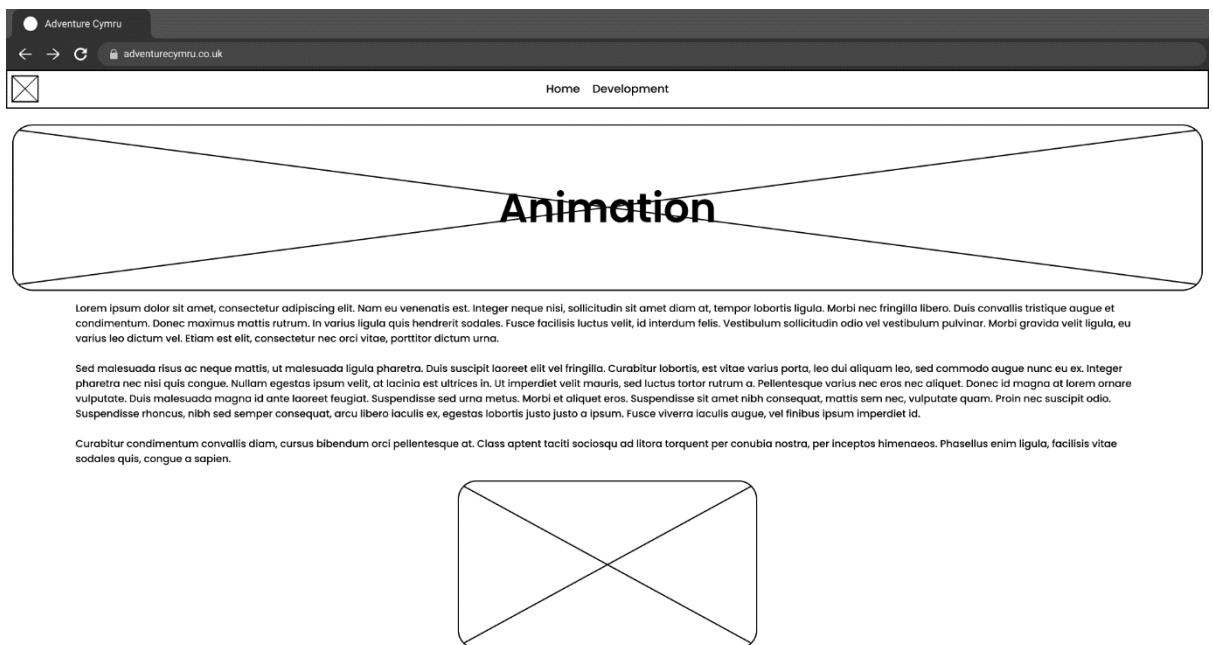


2.1.4. Animation Page

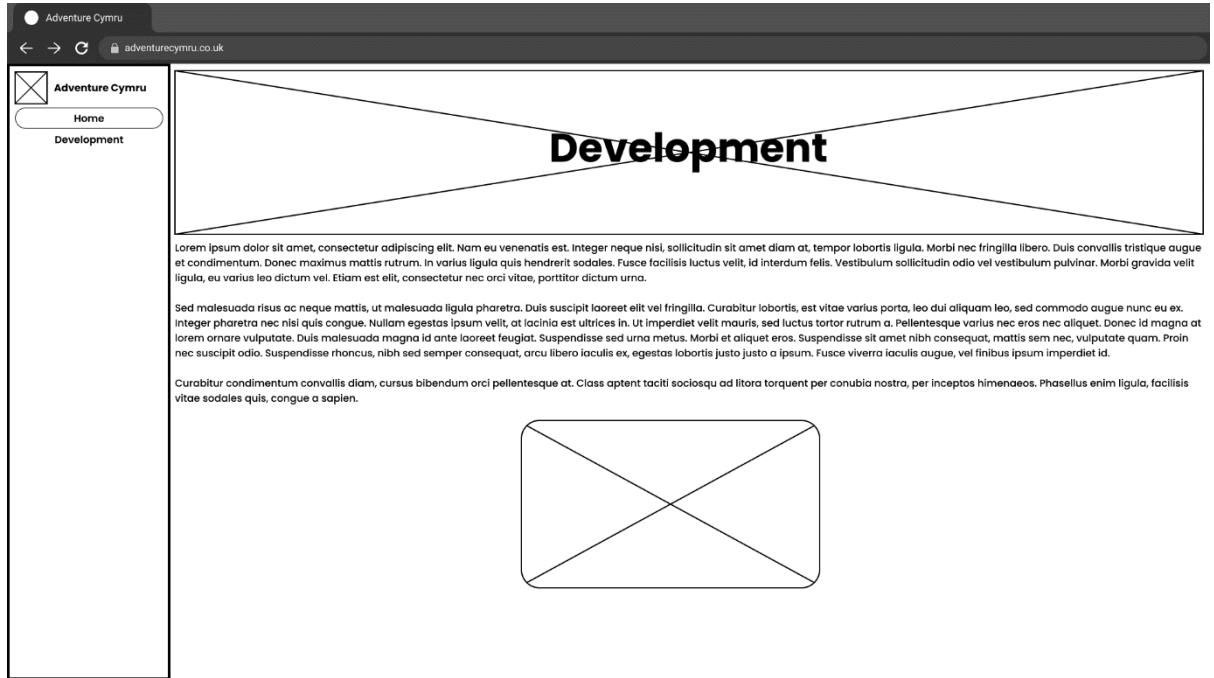
2.1.4.1. Design 1



2.1.4.2. Design 2



2.1.3.3. Design 3



Date:	10-03-22
Section worked on:	Colours & Fonts
Work Completed:	

2.2. Colour Scheme Options

2.2.1. Option 1



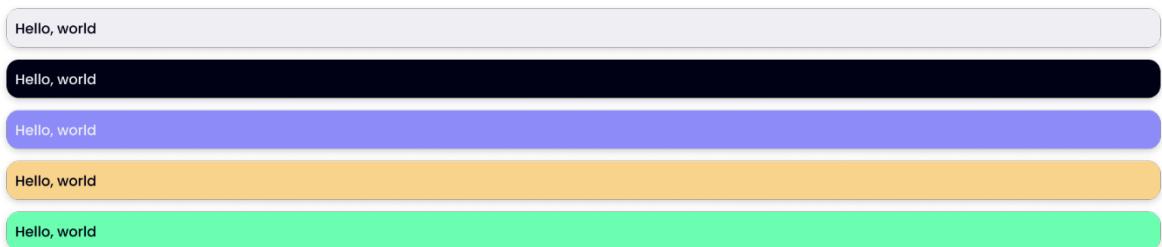
2.2.2. Option 2



2.2.3. Option 3



2.2.4. Background & Text Colour Combinations



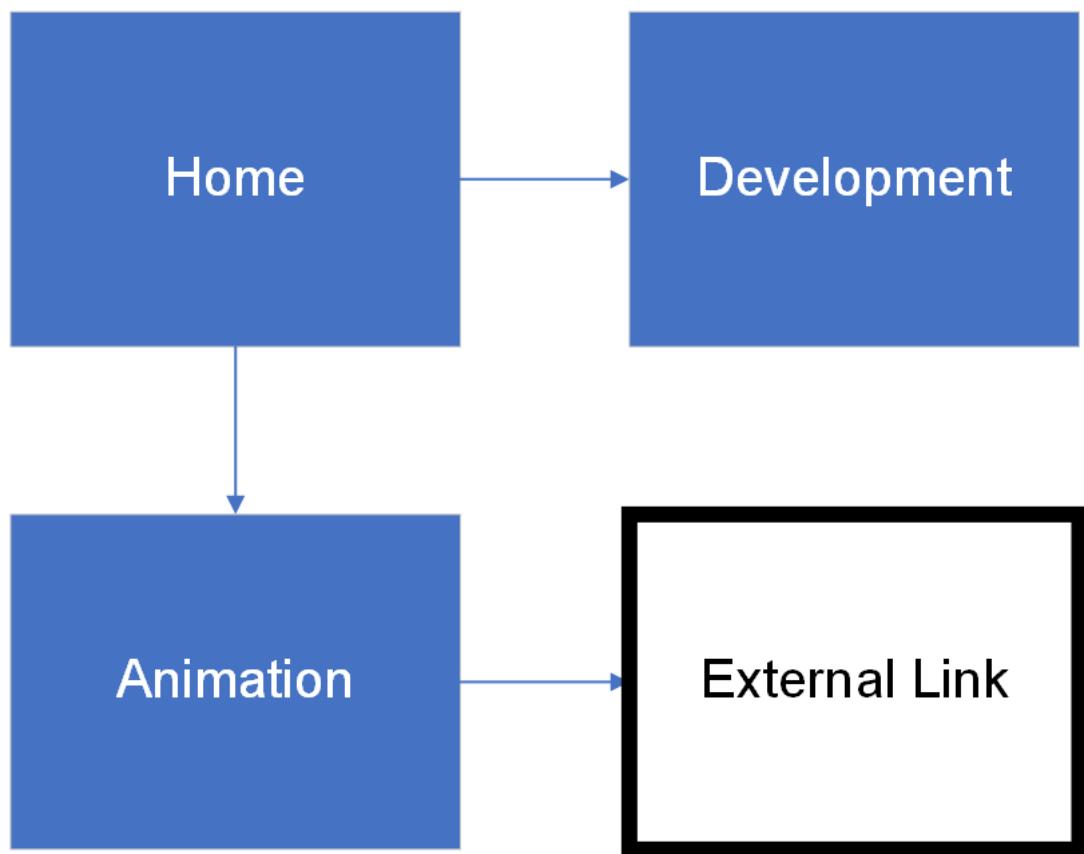
2.4. Fonts

I will be using fonts.google.com to find fonts and using fonts (in brackets) as a fall-back if the font is not supported or cannot be loaded.

To find fonts, I will use fonts.google.com. If the selected font cannot be retrieved from their servers for whatever reason, a fallback font (in brackets) will be used. CSS allows for certain keywords in the `font-family` property, such as `serif`, `sans-serif` and `monospace`, which find the closest match on the users' system.

- [Poppins](#) - <h1-h6 /> (`sans-serif`)
- [Montserrat](#) (`sans-serif`)
- [Ubuntu](#) (`sans-serif`)
- [Roboto Mono](#) (`monospace`)
- [Playfair Display](#) - <p /> (`sans-serif`)
- [Rubik](#) (`sans-serif`)

2.5. Flowchart of website links



2.6. Content

- I will be formatting with [Markdown](#) syntax
- Bold items will be “dynamic” and change based on certain variables (time of day, etc) using JavaScript
- All H1 (one hashtag) elements will be displayed in the website's banner. Any other Heading elements (more than 1 hashtag until 6) will be within the main body.

2.6.1. Home

{Bore da,Prynhawn da,Nos da}! We're Adventure Cymru.

Who are we & what do we do?

Here at Adventure Cymru, we provide action-packed adventures for those visiting (or even living in) Wales. This can be for family activities, birthday parties, school trips & more! We offer a range of activities including our customer-favourite, [kite surfing](/activities/kite-surfing)!

Customer reviews

// Carousel of customer reviews

2.6.2. Kitesurfing

Kitesurfing

What is kitesurfing?

Kitesurfing is a wind-powered water surface sport where you stand on a board and use a kite to move across the surface of the water. The kite uses the wind to propel you forward.

Skills & attributes for kitesurfing

- Relatively good fitness (especially in the core)
- Swimming ability
- Good confidence in yourself & trying new things
- The ability to stay calm

Learning to Kitesurf

At Adventure Cymru, when you're learning to kitesurf, you will go through 3 steps:

1. Flying a kite on land (how to launch, land & control a kite)
2. Flying a kite in the water (body dragging, control & re-launching)
3. Standing on & riding on a board in the water

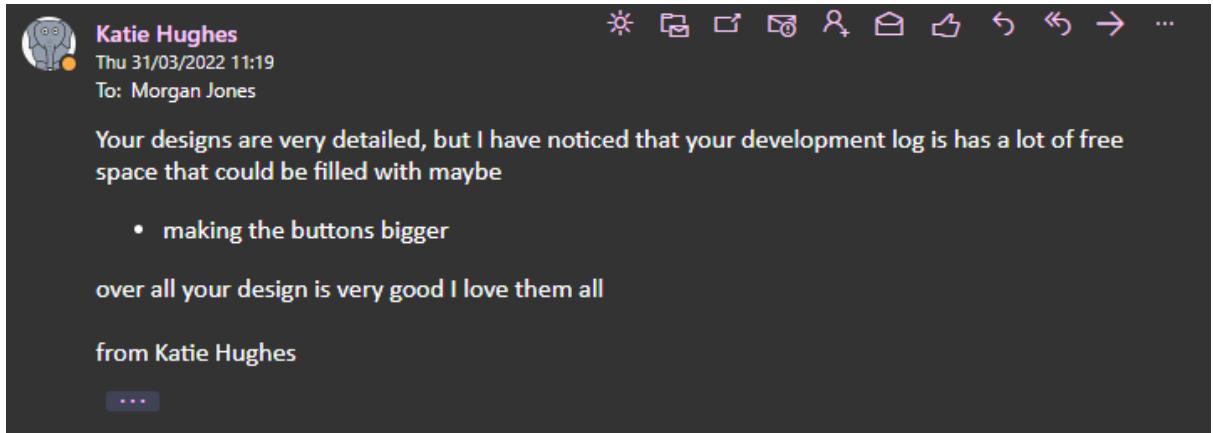
These steps will also give you experience in:

- Assessing an area to make sure it is safe to kite
- Understanding wind direction
- Understanding tides, currents & hazards
- Choosing the right equipment
- Setting-up, tuning & packing away your equipment
- Safety procedures
- What to do in an emergency
- Board-starts (standing up on the board)
- Continuous riding
- Speed control
- Rules & rights-of-way in the water

What equipment do I need to Kitesurf?

- A kite
- A control bar
- A seat (beginners) or waist harness (more advanced)
- A safety leash
- A large kite board
- A helmet
- Water shoes
- A Wetsuit

2.7. Feedback



The screenshot shows an email interface with a dark background. At the top left is a profile icon of a person with glasses and a yellow dot. To its right is the name "Katie Hughes". Below that is the date "Thu 31/03/2022 11:19" and the recipient "To: Morgan Jones". On the far right are several small, light-colored icons for file operations like copy, paste, find, etc. The main body of the email starts with a message from Katie Hughes: "Your designs are very detailed, but I have noticed that your development log is has a lot of free space that could be filled with maybe". Below this is a bulleted list: "• making the buttons bigger". Following the list is the message: "over all your design is very good I love them all". At the bottom, it says "from Katie Hughes" and there is a small blue rectangular button with three white dots.

Katie Hughes
Thu 31/03/2022 11:19
To: Morgan Jones

Your designs are very detailed, but I have noticed that your development log is has a lot of free space that could be filled with maybe

- making the buttons bigger

over all your design is very good I love them all

from Katie Hughes

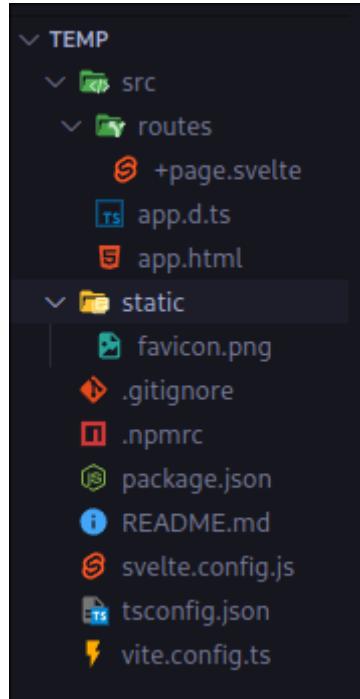
*Correction: Development page**

As stated in the feedback above, I should make my Development Log, Analysis Log, etc. buttons bigger. When creating the website I will keep this in mind and maybe expand these buttons, possibly with an image or preview of the file.

2.8. Final Product

To create the final website, I am making use of the [SvelteKit](#) framework, with the Visual Studio Code text editor. I will be using [TypeScript](#) as my programming language, due to its improvements over the dynamically-typed JavaScript. The source code and instructions for running the website is hosted on my [Github Page](#).

2.8.1. Development Process



Freshly initialised SvelteKit Project

```
*,
*::before,
*::after {
  box-sizing: border-box;
  padding: 0;
  margin: 0;
}
```

Basic CSS resets

```
$black: #0b100c;
$white: #ddf4e8;
$accent: #6dfeb1;
```

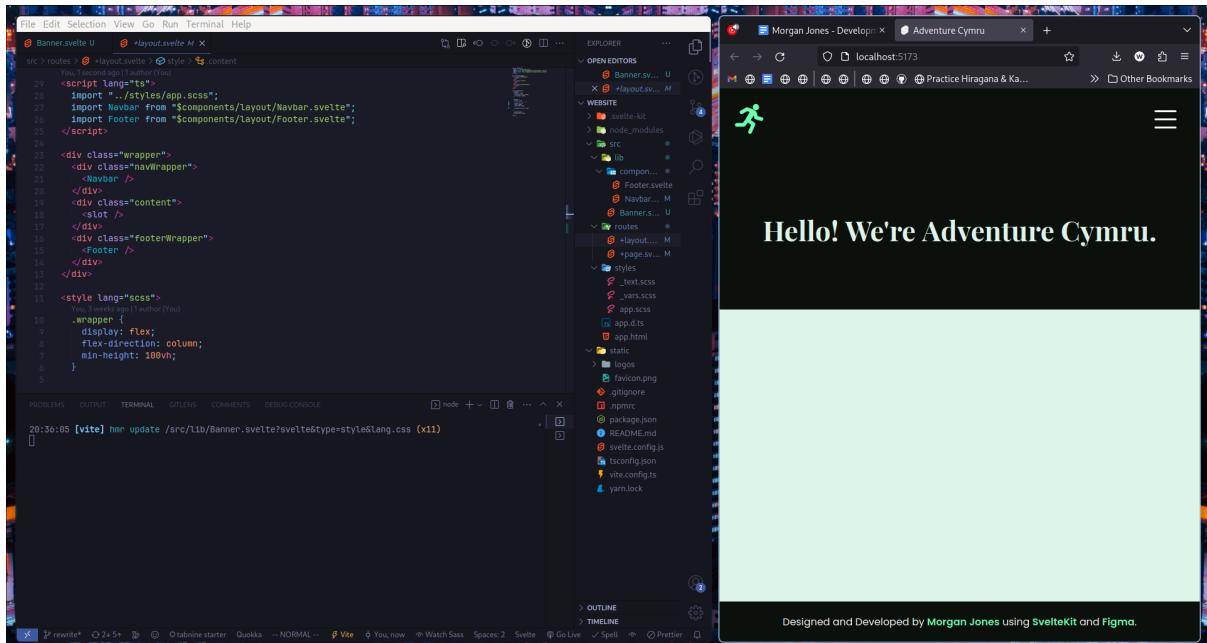
Created _vars.scss file

```

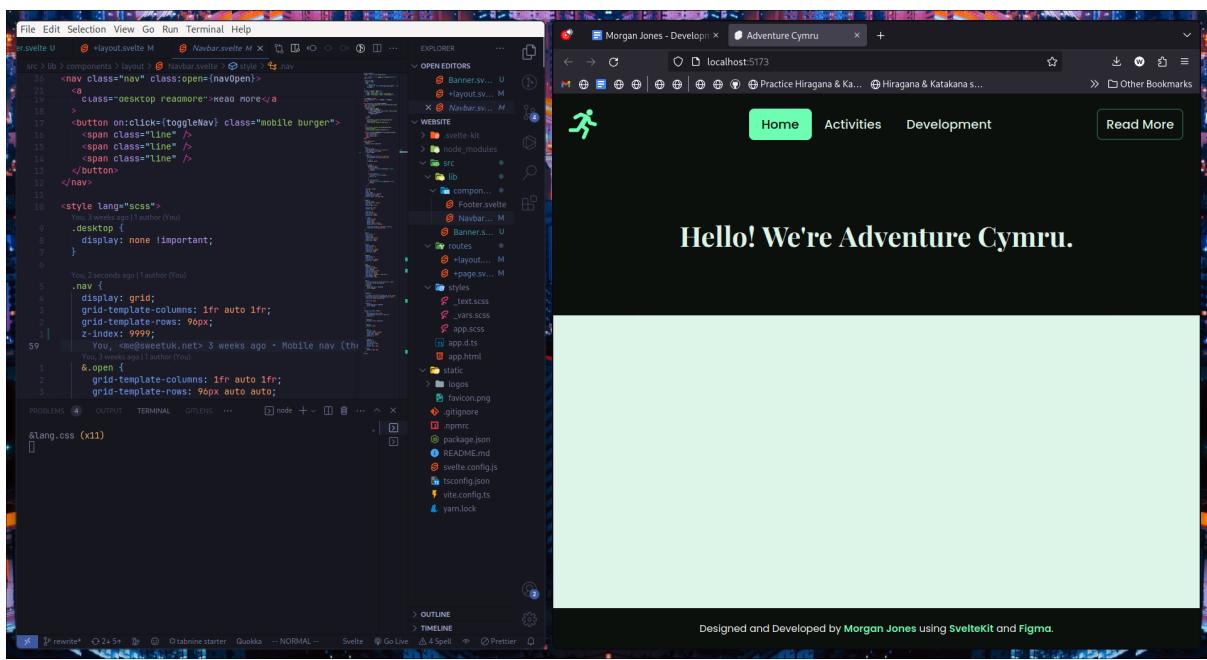
body {
    min-height: 100vh;
    color: $black;
    background-color: $white;
}

```

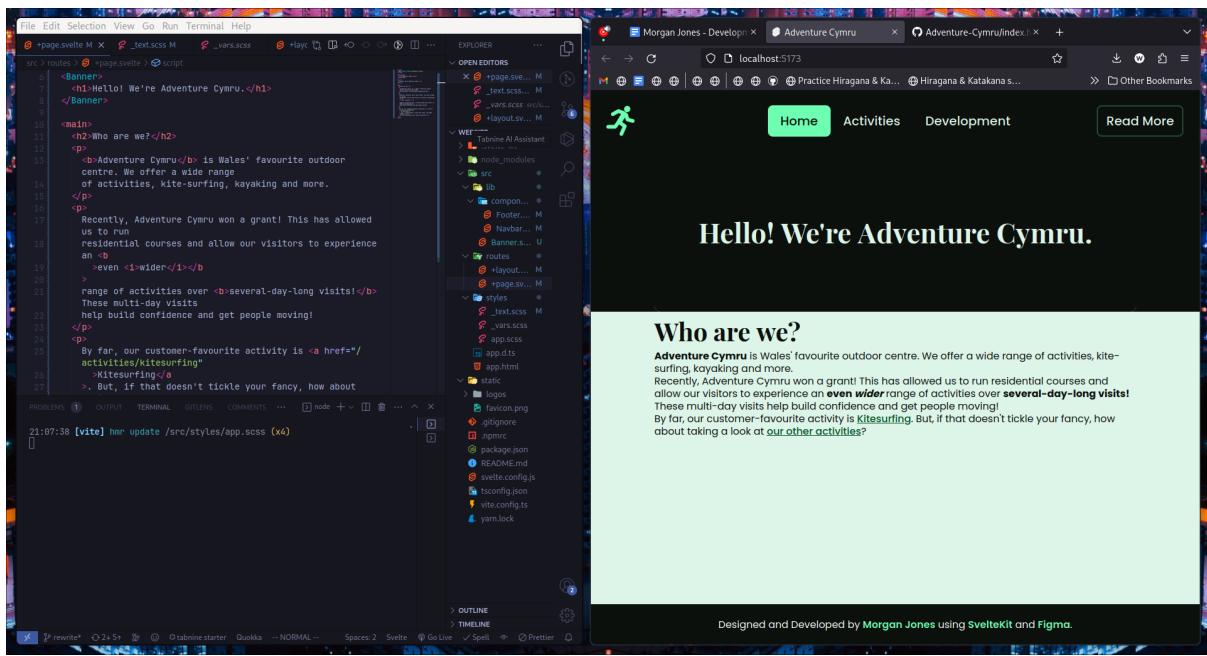
Basic body CSS



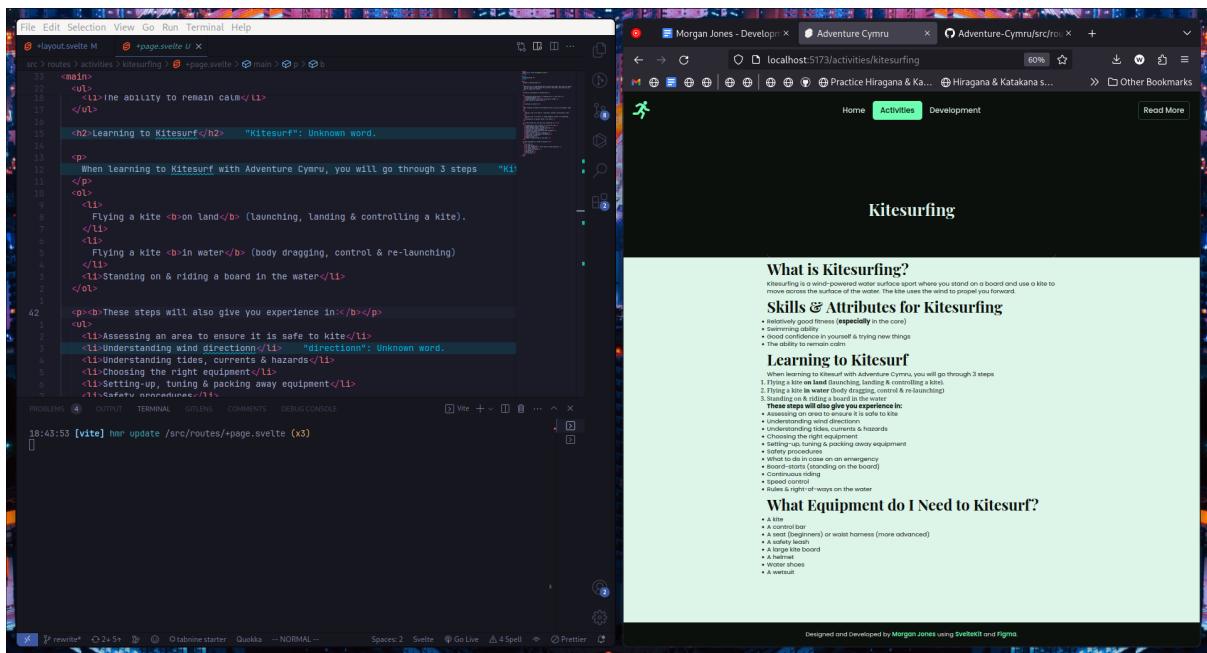
Mobile layout



Desktop layout



Added Home page content



Added Kitesurfing page content

The screenshot shows a dual-pane interface. On the left is a code editor in VS Code displaying Svelte code for a log page. The right pane shows a browser window with a dark-themed web application. The browser's title bar says "Morgan Jones - Development". The page has a navigation bar with "Home", "Activities", and "Development" buttons, where "Development" is highlighted. Below the navigation is a section titled "Development" containing an "Analysis Log" with placeholder text and a "Download" button. Further down is a "Development Log" section with similar placeholder text and a "Download" button. At the bottom is a "Survey" section with placeholder text and a "Download" button. The footer of the browser window credits "Designed and Developed by Morgan Jones using sveltekit and Vite".

Development log page (with example content)

The screenshot shows a dual-pane interface. On the left is a code editor in VS Code displaying Svelte code for a kitesurfing page. The right pane shows a browser window with a dark-themed web application. The browser's title bar says "Morgan Jones - Development". The page has a navigation bar with "Home", "Activities", and "Development" buttons, where "Development" is highlighted. Below the navigation is a section titled "Kitesurfing" containing a "What is Kitesurfing?" section with placeholder text and a large red video placeholder area. Further down is a "Skills & Attributes for Kitesurfing" section with a bulleted list of attributes and a "Learning to Kitesurf" section with steps and a note about a "WikHow" article. The footer of the browser window credits "Designed and Developed by Morgan Jones using sveltekit and Vite".

Added video placeholder on Kitesurfing page

The screenshot shows the code editor interface with the file `src/routes/activities/kitesurfing/+page.svelte` open. The code defines a `horizontalSplit` component with a `content` section containing descriptive text about kitesurfing and a video player component. Below this is a `Skills & Attributes` section with a list of items. The right side of the screen shows the generated web page with a green header bar, a main content area titled "Kitesurfing" featuring a video player, and a sidebar with sections for "Home", "Activities", and "Development".

Added video to Kitesurfing page

The screenshot shows the code editor interface with the file `src/routes/activities/+page.svelte` open. The code defines a `Banner` component and a `ul` list of activities: Sailing, Swimming, Kitesurfing, Canoeing, Kayaking, and Paddle Boarding. Each item in the list has a red "blocked" class applied to its `a` tag. The right side of the screen shows the generated web page with a green header bar, a main content area titled "Activities" featuring a list of activities, and a footer note about the availability of activities.

Activities page with dummy links

The screenshot shows a code editor interface with a terminal window below it. The code editor displays Svelte component code for a 'Survey' page. The terminal window shows build logs for 'vite-plugin-svelte'.

```
js svelte.config.js +page.svelte M x
src > routes > development > +page.svelte
5   <main class="secContainer">
6     <article class="section light">
7       <p>
8         analysed some data from a Microsoft Excel
9         document.
10        </p>
11        <a href="/evidence/analysis_log.docx" class="btn"
12          download>Download</a>
13      </article>
14      <article class="section dark">
15        <h2>Survey</h2>
16        <p>
17          This is the analysed and modified survey data
18          mentioned above.
19        </p>
20        <a href="/evidence/survey_data.xlsx" class="btn"
21          download>Download</a>
22      </article>
23      <article class="section light">
24        <h2>Development Log</h2>
25      </article>
26    </main>
27  </body>
28</html>
```

The terminal output shows:

```
9:27:35 AM [vite] hmr update /src/routes/development/+page.svelte (x8)
9:27:37 AM [vite-plugin-svelte] ssr compile done.
package      files   time   avg
adventure-cymru  1  6.0ms  6.0ms
```

The browser preview shows three sections: 'Analysis Log', 'Survey', and 'Development Log'. Each section contains text and a 'Download' button.

Analysis Log
This is a document explaining how I have analysed some data from a Microsoft Excel document.
[Download](#)

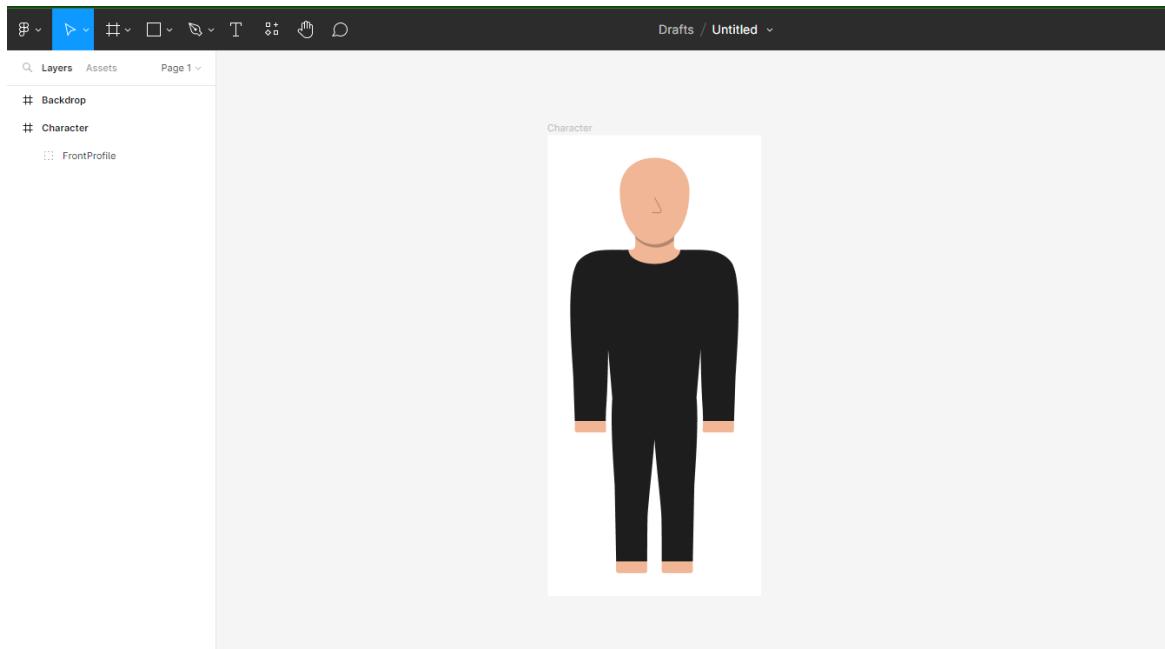
Survey
This is the analysed and modified survey data mentioned above.
[Download](#)

Development Log
This documents my entire process of branding Adventure Cymru, making the animation on the [Kitesurfing](#) page and making this website.
[Download](#)

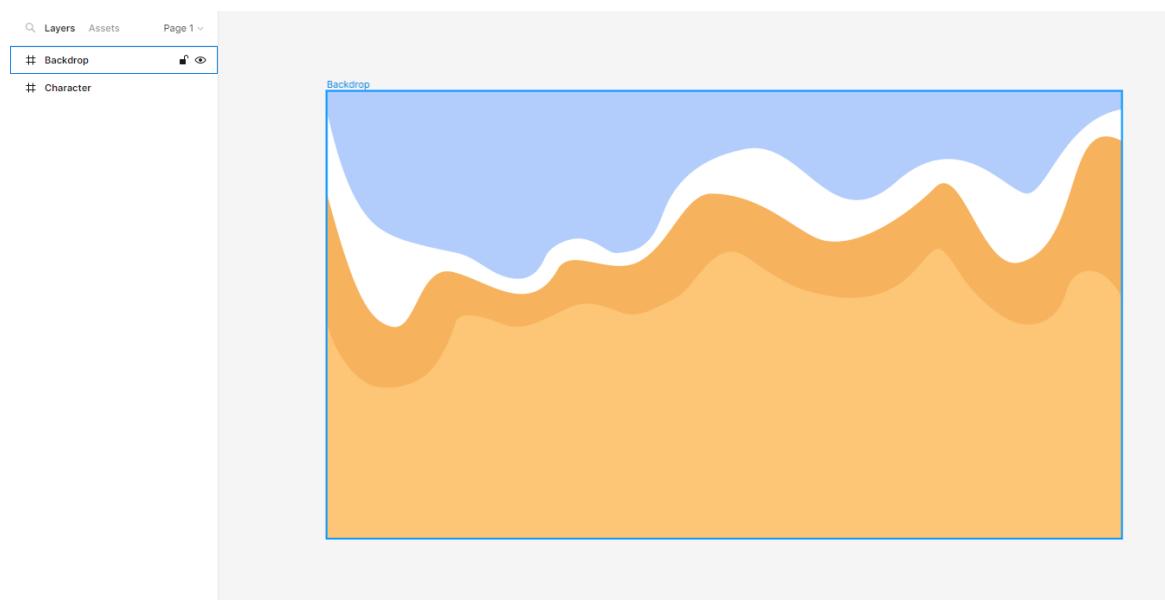
Development page content + working download buttons

3. Animation

3.1 Draft One



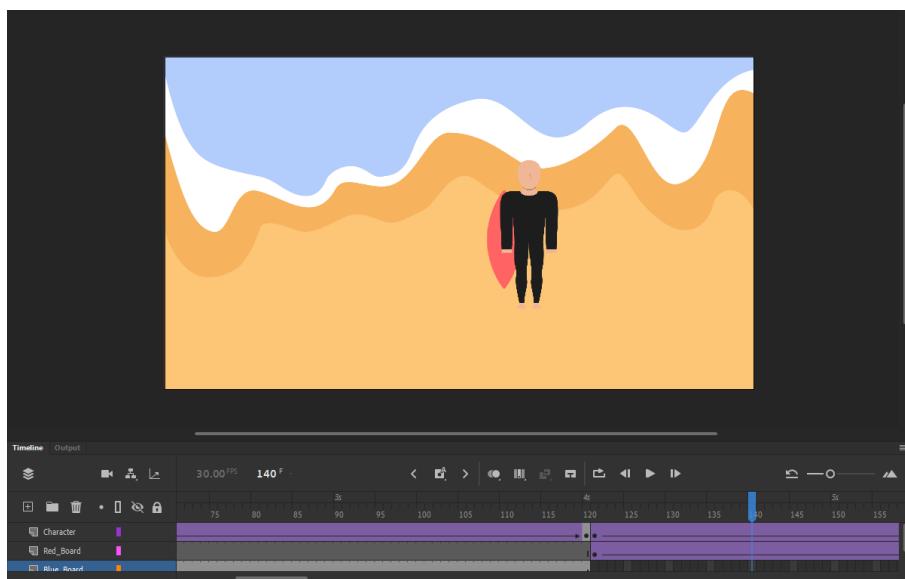
Designed character front-facing view.



Designed backdrop.



Character assembled, backdrop in place in Adobe Animate

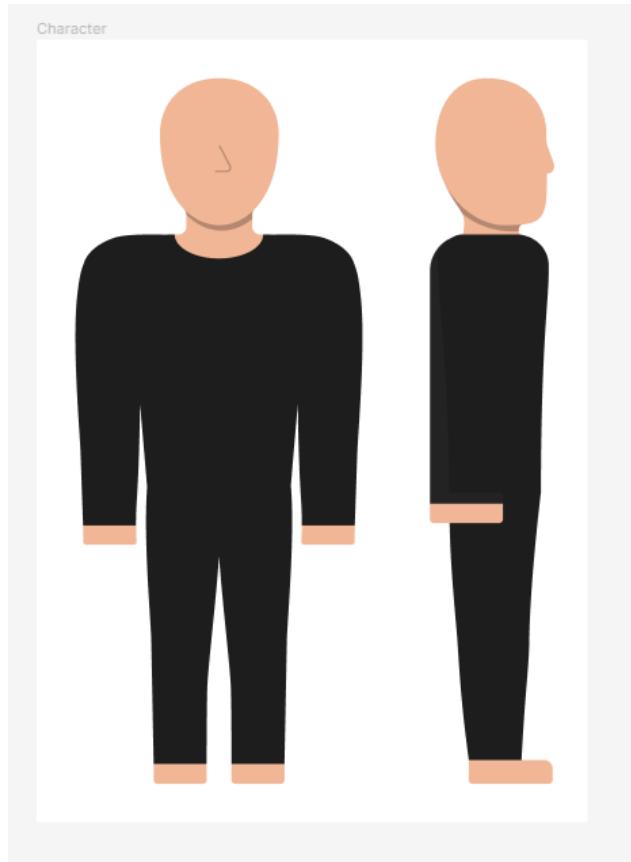


Animated character getting kitesurfing board

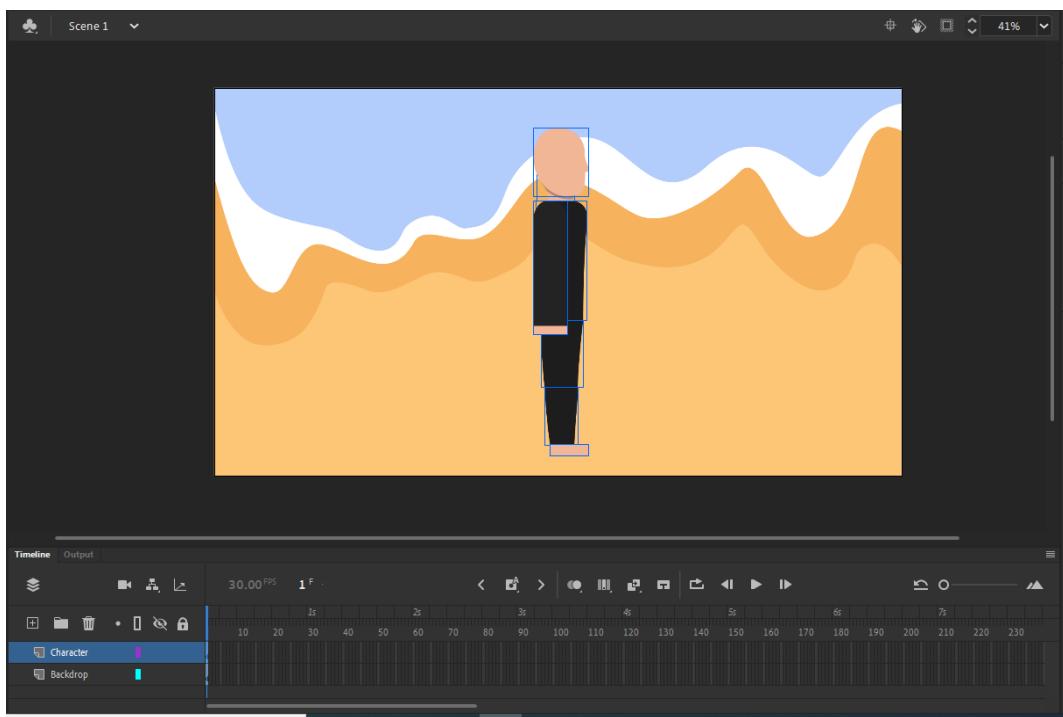


Custom easing

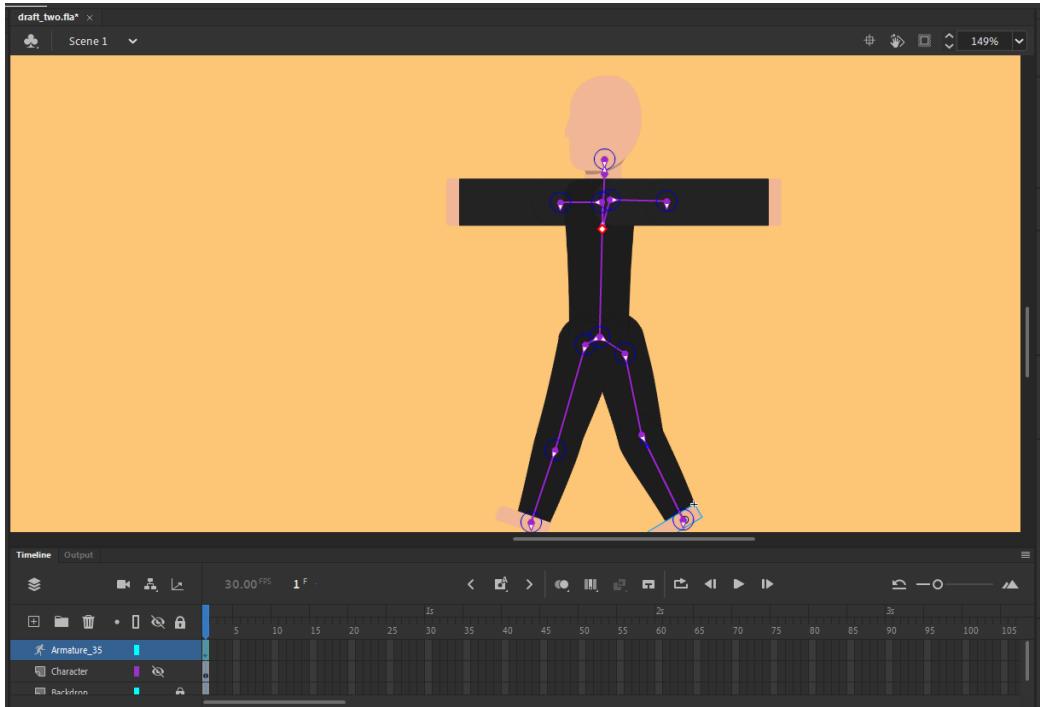
3.2 Draft Two



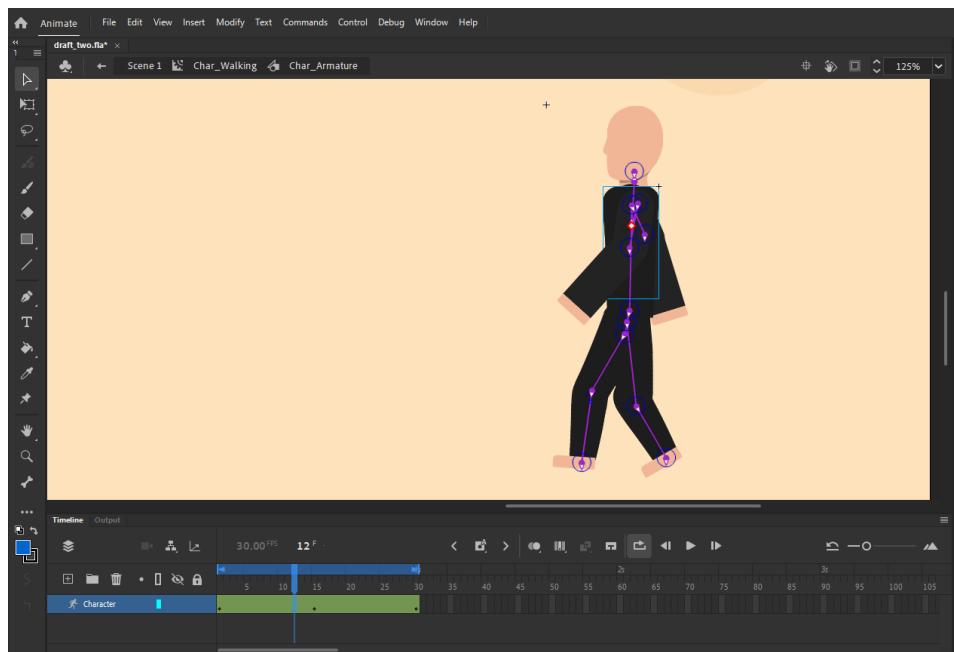
Designed Character side profile for improved walking animation.



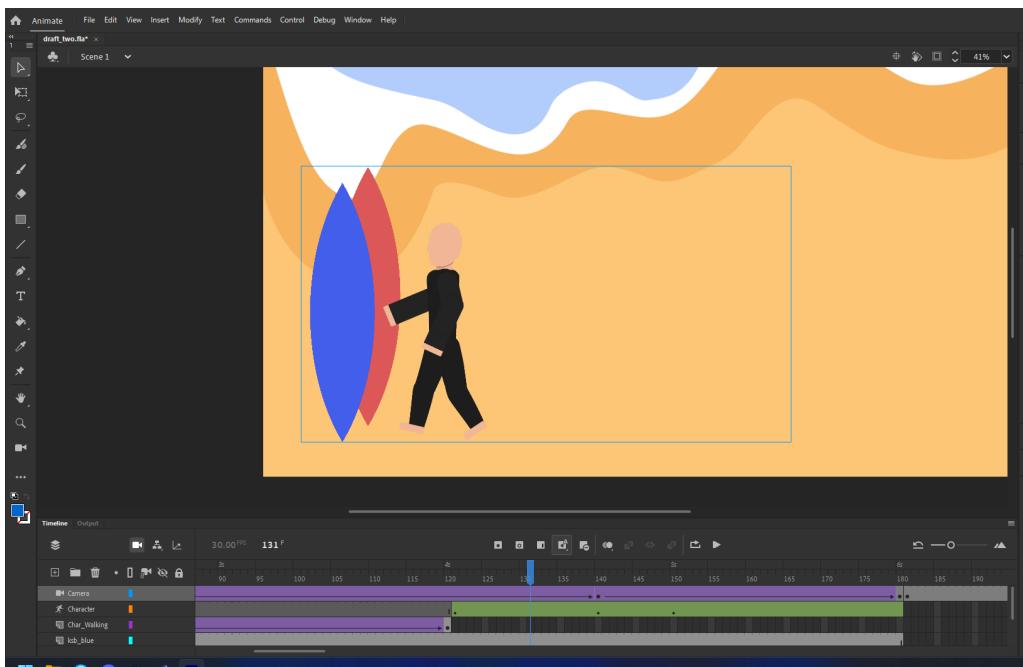
Imported character



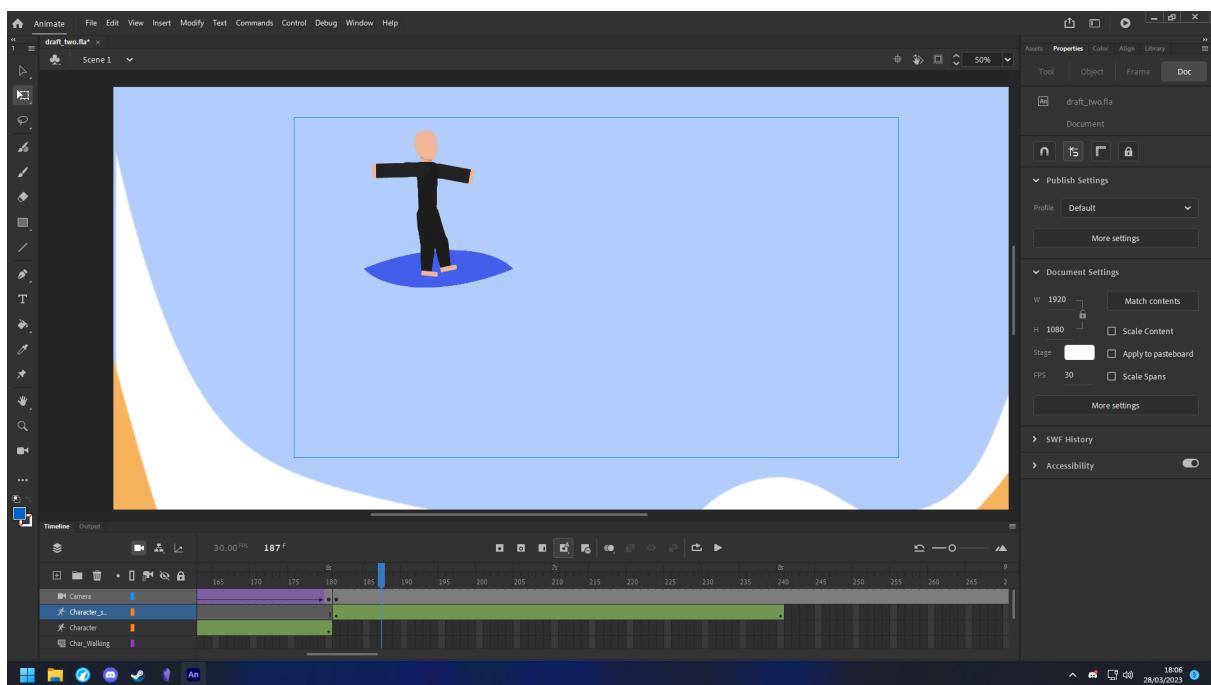
Rigged character



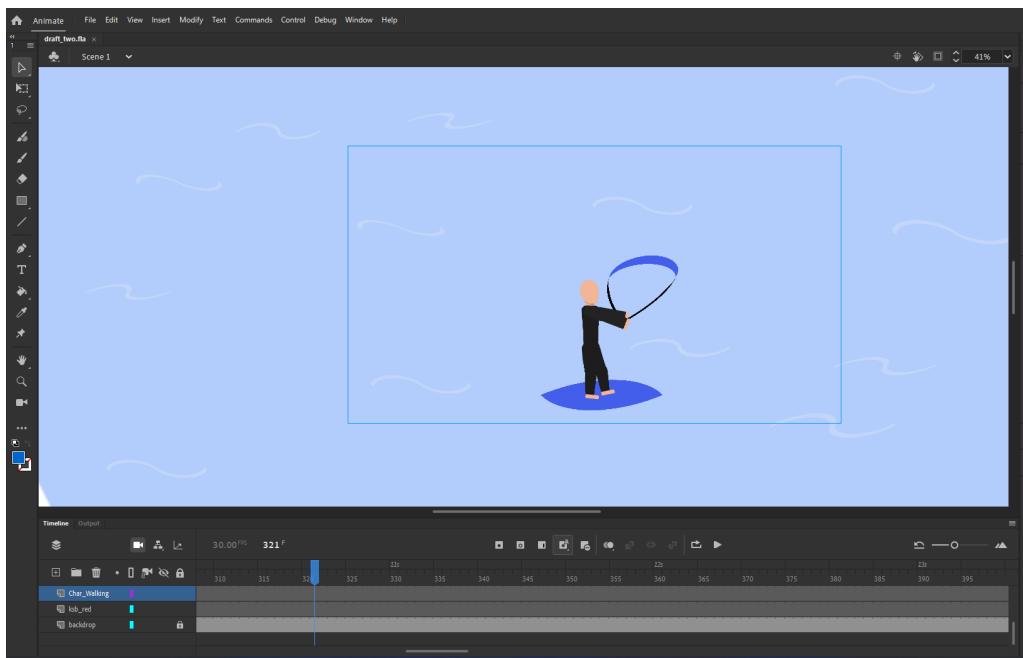
Infinitely looping character walking animation with MovieClip



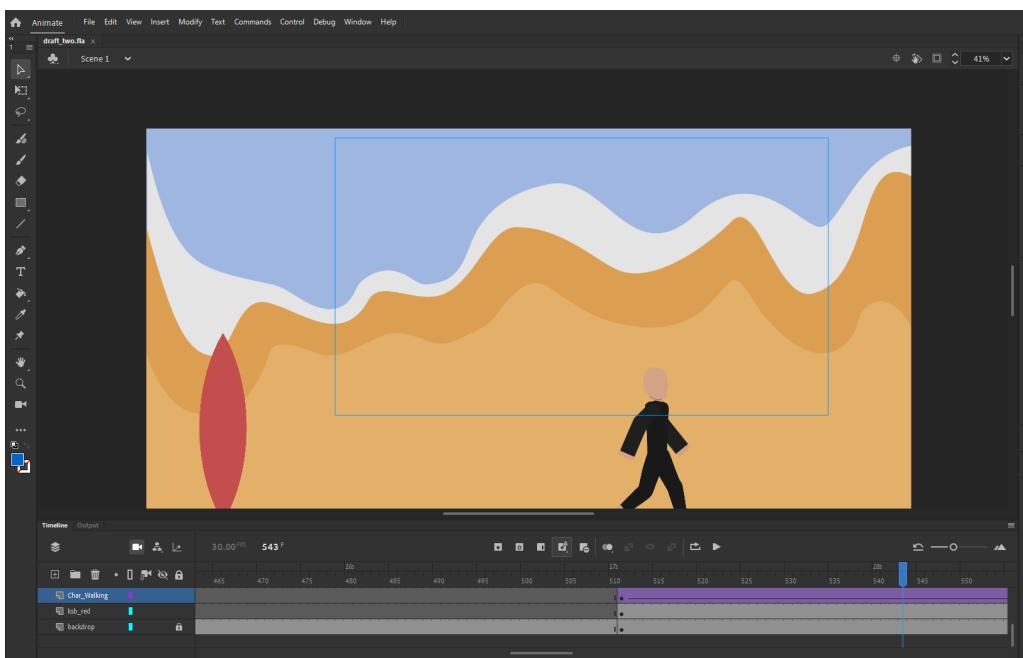
Character picking up a Kitesurf Board, transition to water in next scene



Character on Kitesurf Board



Character on Kitesurf Board with Kite and waves



Camera transitions from water to beach and fades out