For my project, I decided to do it based on the story about La Marqueta where it’s a recent story I published originally in Spanish and translated into english. This is a historical icon in East Harlem, and has been around for many years. This is a place where it is most active in the summer where they offer free salsa classes and more people come out to dance or enjoy company. With the warm weather approaching, people are looking forward to exploring more places in different parts of NYC or enjoying some tasty latin food. This is where the website will be useful as a source of information of what to expect walking into La Marqueta and some of the vendors that are currently there now. People also get to know the history of La Marqueta and how it has changed over time.

The visual story has a structure where it is divided into subheads and starts with the introduction of the story. When people start reading, they can immediately get a sense of the environment of La Marqueta. I also started with the logo and title popping up as soon as you click on the website. I put it in the color orange which represents the representation of the market. I included “fade in” animations to make it more fun and visually appealing for both the logo and title. I did this because I felt it’s appropriate for this matter since we are talking about a food place. I decided to include images and created a video that shows the pictures that I took while visiting for this project. The video is playing as you are reading the story. This is relevant to the audience because they can see the different restaurants that are offered and be able to pick the place they like best. Lastly, I included a map that I created in datawrapper where you can see the location of the market. This is really beneficial for the audience so they can know the exact location and what transportation they should take to get there.

The accessibility is also clear throughout this website where you can scroll down and be able to visually see the title, subheadings, and pictures clearly. The color scheme also goes with the topic of the [story.](https://eldeadline.nycitynewsservice.com/2024/03/26/re-construyendo-la-memoria-de-la-marqueta/) This is built for the audience to be able to navigate throughout the website and read the story without being confused. The visual aspect of the story is consistent throughout the website. The information is consistent where the structure of the story makes sense and images are aligned with the information provided. I included images with captions so viewers can get the full context. The responsive design is also made for viewers to see on mobile devices including the media screen at (300px). Viewers are able to see both website and mobile design.

During this project, I had difficulties making the slideshow and it wasn’t working out for me, however I decided to find an alternative way by creating the video using other platforms. If I had more time, I would also try to do the scrolly tell, but that’s a bit more complicated. Overall, this project was fun to do and I learned new visual styling techniques that can benefit me in the future.