W03 Project: Rafting Site – Planning Document

Overview

This assignment introduces the whitewater rafting website project.

Prepare

1. **[Project Description](#)**
   This document provides an overview of the project.

2. **[Planning Document](#)**
   This resource introduces the common components of a website planning document.

3. **[Wireframes](#)**
   This resource introduces you to wireframes, which are used in the planning process.

Instructions

Step 1: Review the Site Planing Document

✓ Download and read the [Whitewater Rafting Website Planning Document (pdf)](#).

> Do not copy the example site plan for this assignment, use it for a reference to help you complete the required submission items.

✓ Note the example content in the following sections:

- **Site Purpose**: The owner of a white rafting business wants to have a relevant and useful online presence. Identify the stated purpose and/or goals of having the website.

> If you are unfamiliar with whitewater rafting organizations/companies, review the provided examples in the provided [Whitewater Rafting Site Project Description](#).

- **Target Audience**: Locate the statement(s) specifically identifying the target audience for a water rafting website. What are the characteristics of the target audience? What are the scenario questions posed about the target audience that will drive the content of the site?

    > You may need to review the example questions posed about target audiences from the [Website Planning Document](#).

- **Logo**: A logo was provided. You are free to choose this logo from the resources provided or use another logo of your own design. Here is a link to the repository of logos: [Whitewater Rafting Logos](#). When you build your pages, you will need to match the name of the fictitious company provided in the logo with your headings, as needed.

    > If you choose a logo from those provided in the linked document, you can right click on the image and **Save image as...** a file to the **images** folder within your **wwr** folder.

- **Wireframes**: These wireframes are provided to guide your development of pages of your white water rafting website.

Step 2: Customize Your Website Project: Logo and Style Guide

✓ Choose a **logo** from the provided resources or create your own logo for the whitewater rafting site. The logo should be a simple, clean design that represents the fictitious company. See the **Logo** section above for more information.

✓ Choose a **color palette**:
1. Navigate to the free [coolors.co](#) tool. You do not need to create an account but may do so if desired.
2. Choose a color scheme by designing a palette of 3–4 colors that you think will work well for a rafting site.

    > Keep the site purpose and audience in mind. Start by thinking of a color you like or think will work well for a rafting site.

3. Once you have built your palette, note that at the bottom of each color column there is a six digit hex code. This is what is known as a hexadecimal color code (base 16 or 0 to F) and is usually preceded by a "#".
   Copy that code for the colors you would like to use on your rafting site.
4. Record the color codes and assign one color code for each of the following labeled colors for use in your website's CSS:

- primary-color
- secondary-color
- accent1-color
- accent2-color

> You can change these colors later as changes can be made to the site plan in future weeks.

5. Save your color pallette URL from coolors.co using the URL in the address bar of your browser.

> The color palette URL is the URL that appears in the address bar of your browser when you are on the coolors.co website. It will look something like this: **https://coolors.co/f2d7ee-d3bcc0-a5668b-69306d-0e103d**.

6. Be prepared to submit your color pallette URL and a list of colors.

✓ Choose your **Typography**:

Using the [Google Fonts API](#), choose two (2) fonts to use for the rafting site. Consider what fonts you will use with headings and with body text, then record the names of the fonts and assign one font to each of the following labels.

> Demonstration using Google Fonts: [Google Font Lab](#)

- heading-font
- text-font

> ▶ Check Your Understanding

Step 3: Submission

In this assignment you will create a portion of the site plan including logo, colors, fonts as outlined below.

Submit a **Word document** that includes:

1. The image file you selected for the site logo.

2. Write out the four (4) color labels with the color codes you selected:

- `primary-color`   _____
- `secondary-color`   _____
- `accent1-color`   _____
- `accent2-color`   _____

3. Write out the two (2) font labels and the names of the fonts you selected:

- `heading-font`   _____
- `text-font`   _____

4. Provide the URL link to your color palette that you designed in coolors.co Here is an example URL link:

`https://coolors.co/f2d7ee-d3cc0-a5668b-6306d-0e103d`