

OUT ACTIVITY PARK

CREATIVE DEVELOPMENT

DESIGNER STATEMENT

OUT is an activity park located across the UK that provides customers with a variety of activities to do outdoors. To accompany the established activity park I designed the company a logo which would be the face of the brand and a website to engage and attract more customers. The website will also bring the activity park into the modern era and allow their customers to book online at their own convenience. Due to there being no existing branding I was given a blank slate, giving me full control over the direction of the brand. As the main aim of having an online presence was to attract more schools I decided to make the brand have a fun and vibrant feel towards it. I achieved this through making illustrations a big part of the brand and using colours and typography that had character. By having a logo and website OUT will now be able to continue to optimise their brand to expand.

BACKGROUND

OUT is an activity park located across the UK that offers customers the opportunity to do Zip-Wire Adventures, Rock Climbing, Canoeing, Trails and Abseiling. They have been established for many years. For their 10th year anniversary they want to launch themselves online. Throughout the years, they have been able to establish a good customer base but feel that they could expand their growth by having a good online presence.

The company OUT wants to attract more schools across the country to come on trips to the activity park to encourage children to do more physical fitness and improve their team building skills. By having an online presence, it will allow OUT to engage with these people.

OUT has a wide target audience as it caters for students, teenagers and young adults (of both gender) as they allow school trips and general admissions. Their online presence will need to attract all these types of people. Due to the type of activities, they do attract more teenagers and young adults of the male gender.

As a customer...

...the problem with OUT not having an online presence is that I cannot find out what activates they have on before arriving. I am also not able to book tickets to go the park before going.

CHALLENGES

The challenge of creating this website will be developing a professional logo and icons to go onto the website that are visually appealing to the audience.

TECHNICAL AND DESIGN

The technical challenges that I will face when doing this project is using Adobe Photoshop and Illustrator to create a logo and icons for the website that is in-line with the style I am going to be doing that look professional.

The design challenges I'll face in this project will be thinking of a creative solution to portraying the information about the activity park in a way that is appealing to the target audience.

CREATIVE, ARTISTIC AND METAPHORIC

The main creative challenge in this project is finding out what the logo and website should say about the company.

Communicating why someone should spend money and go to OUT will be another challenge as it has a wide target audience. I will have to make sure that the way in which I talk about each activity is done in a way that fully informs them of what they will do as well as keeping simple and exciting.

Another challenge will be using icons and symbols that are easily recognisable and not offensive.

WHAT TO CONSIDER

MOBILE FRIENDLY

Mobile friendly will need to be considered as many people nowadays use mobile phones to browse the web. This makes it even more important to have a website that looks just as good on all screen sizes.

CONSISTENCY

Consistency needs to be considered in terms of whether the strategy and design can be used across different platforms. Furthermore, the consistency of the actual website will need to be considered.

CALL TO ACTIONS

Throughout the website call to actions will need to be considered for such things as finding out more information about something, booking and getting in touch.

LANGUAGES

Having a way for a user to translate the content on the website needs to be considered as you do not want to exclude any one from using the website.

HEALTH IMPACTS

The health risks that could occur when at the activity park need to be considered and stated on the website so that customers are fully aware of them before coming.

DO'S AND DON'TS

DO'S

- Keep the logo simple so it can be used across a wide variety of mediums.
- Make the icons that will be used on the website relatable to what users are used to seeing. This will make them more recognisable.
- Design for web not print (72PPI & RGBA).
- Get feedback constantly to keep improving the design of the website, logo and icons.

DON'TS

- Clutter the website with irrelevant information and media.
- Make the logo and icons stretched when on the website and other mediums.

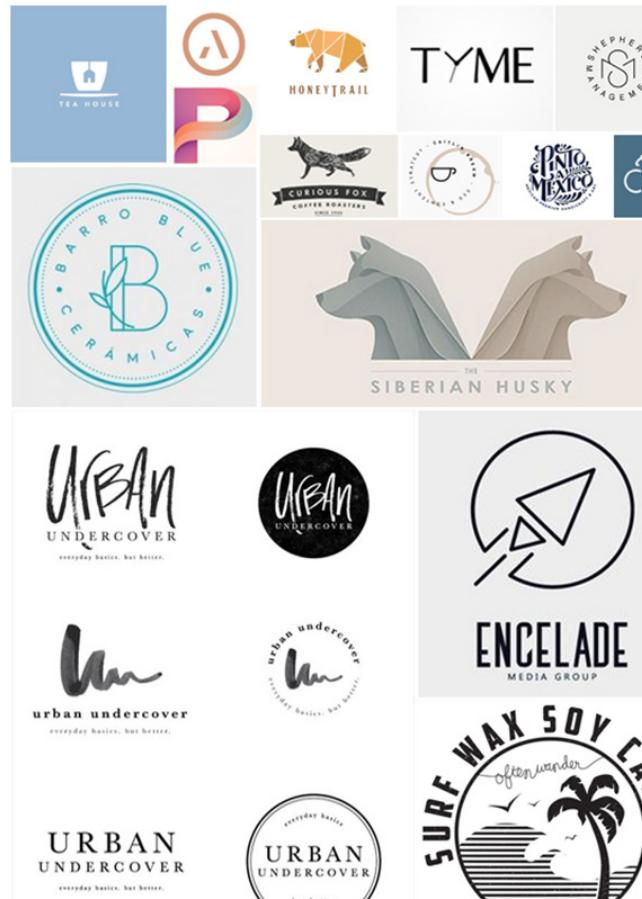
WHAT'S ESSENTIAL

Due to the nature of this project and that the end product will be a prototype of the website (not a fully coded website) the client and user will only be able see what the fully developed website could look like on the prototype. The client and user will be able to use the prototype by either typing in the URL or clicking a link that has been shared. This will take them to the home page where they will be able to see the content and browse through the whole website.

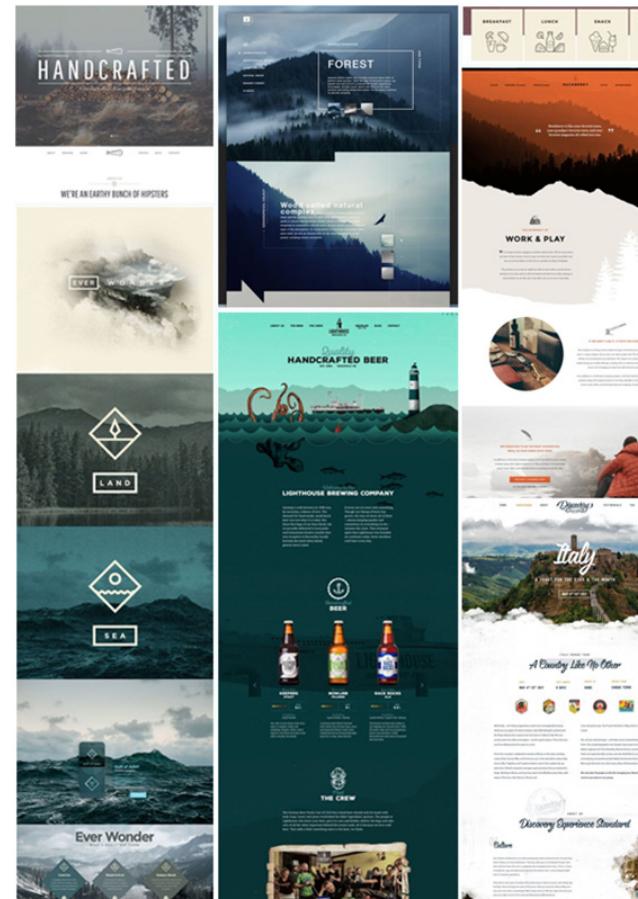
It is essential that in this project a logo, and a concept design of the website (that is optimised for desktop) for the OUT activity park is designed and shown in the format of an interactive prototype. Furthermore, it is also essential that the logo and any icons are designed so that it can be re-sized for any format easily.

INSPIRATION

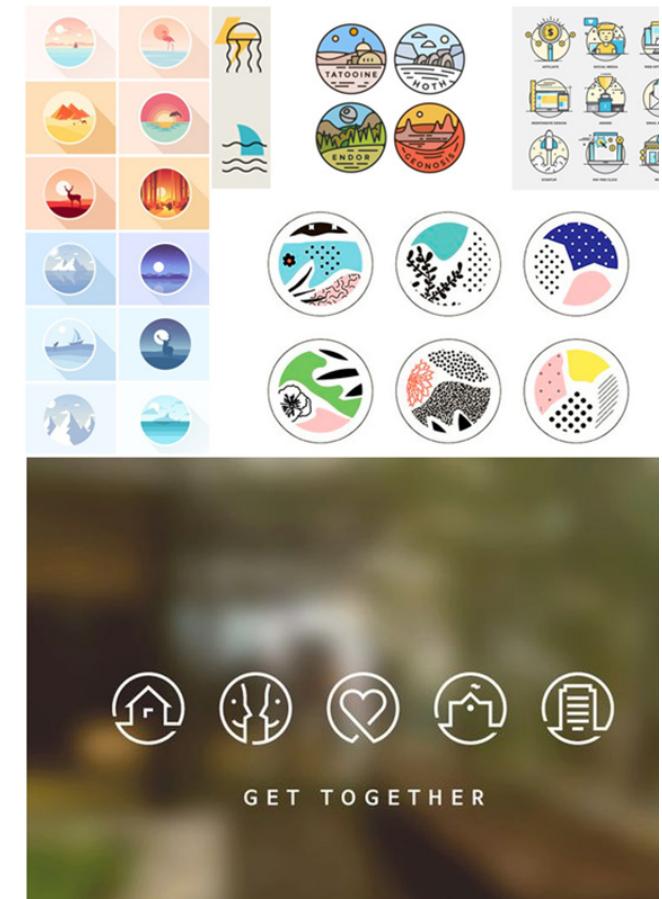
LOGO DESIGN



WEBSITE DESIGN



ICON DESIGN



Before designing anything I looked into different logos, websites and icons for inspiration for this project. Using these I'll be able to decide the direction I want the branding of OUT to go in.

RESEARCH: FLAT DESIGN

Flat design is a design style that has a minimalistic look that highlights usability through white spaces, sharp edges, bright but muted colours and two-dimensional illustrations. This means that flat design avoids bevels, drop-shadows, gradients or textures. Large images are also used throughout most flat design websites, often flat design websites have a large image at the top of the web page with only a few lines of text over it. Animation is kept to a minimum as this is seen as a distraction from the user experience.

Almost Flat Design is an adaption of flat design. It follows the principles of flat design but allows simple shadows inside an element or a basic gradient.

All of the above emphasises minimalist design which focuses on making the content stand out. The idea behind minimalist design is that less is more. This refers to only having the most important pieces of content and then not overpowering that content with unnecessary elements and animations.

Throughout this project I'll be using flat design. I've decided that this is the best design style to use because I plan on making illustrations a big part of the brand. Furthermore, I believe that flat design will help in making people think that OUT Activity Park is a safe, happy and vibrant place to go. This will be achieved through illustrations, colours and large images.

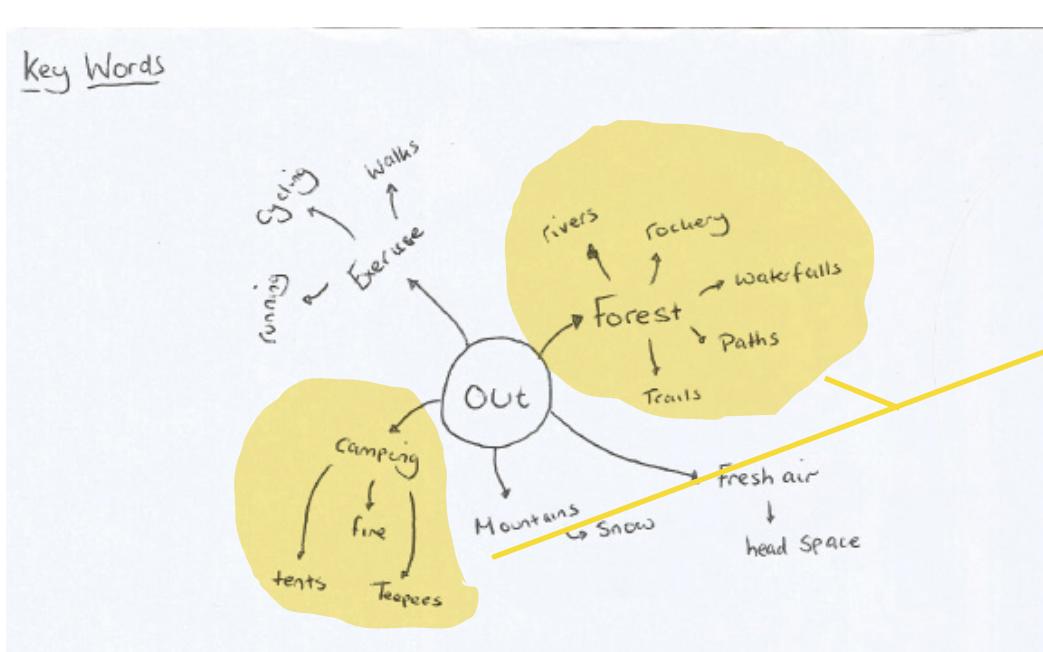
MOODBOARD



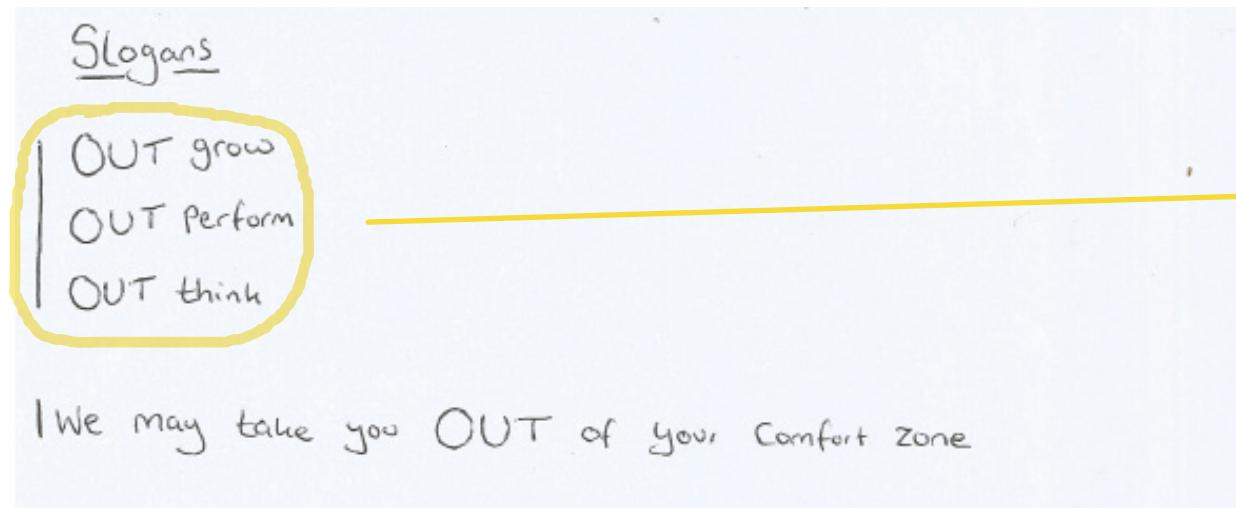
My moodboard consists of the colour scheme, fonts, image style, icon style and terminology that I'll be using throughout the project. All of these have been based off of the research and inspiration I've looked into.

All of these elements work well together and represent the outdoors well. As well as this the main colours that will be used (yellow and blue) represents happiness and calm which are two emotions you want people to feel when having a day out.

RESEARCH: KEYWORDS

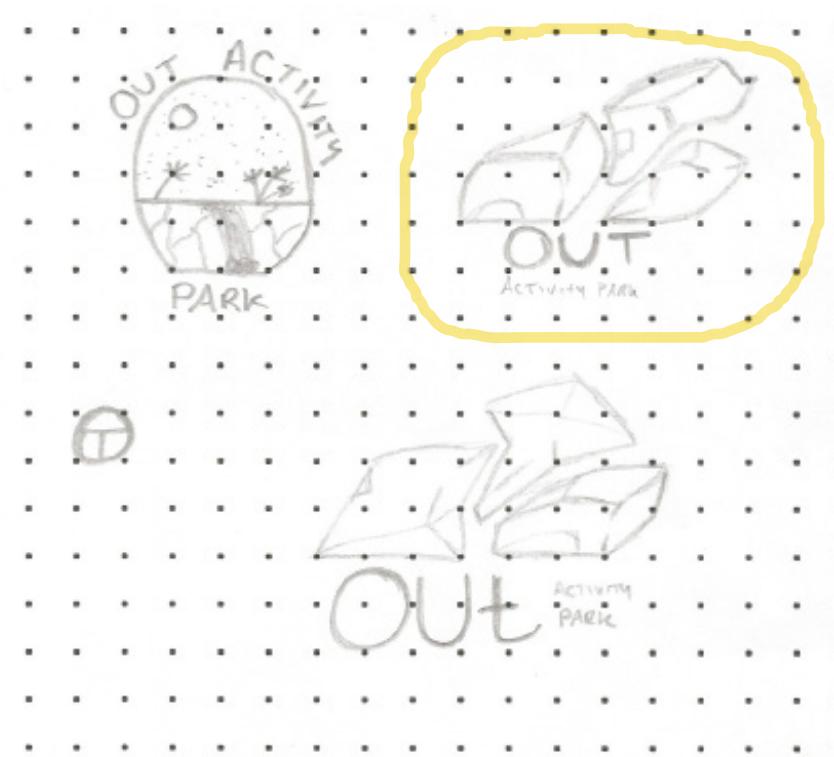
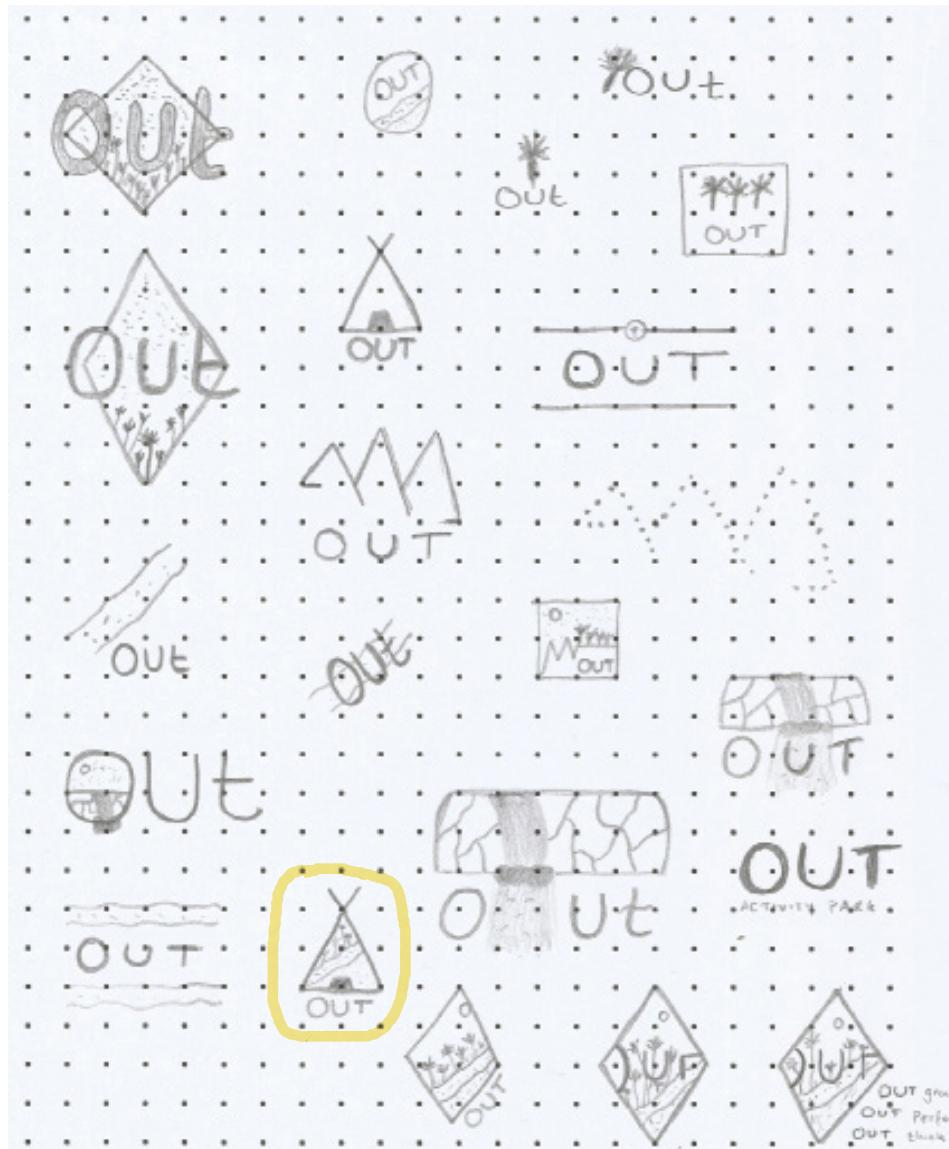


BASING THE BRAND ON THOSE WORDS



USING THIS AS THE BRAND'S SLOGAN

LOGO DESIGN: SKETCHES



TOOK THE TWO HIGHLIGHTED
SKETCHES FORWARD INTO
ILLUSTRATOR

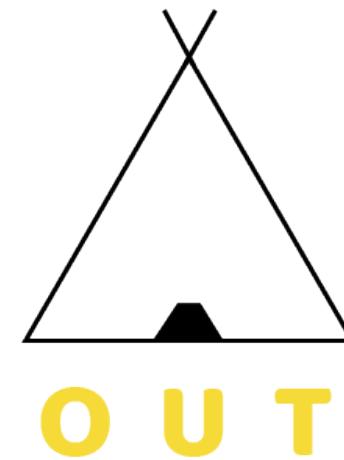
LOGO DESIGN: DIGITAL DESIGNS

LOGO IDEA 1



USED STONES TO REPRESENT
MAKING PROGRESS

LOGO IDEA 2



USED TENT TO REPRESENT
CAMPING WHICH IS ASSOCIATED
WITH THE OUTDOORS

Both logo's represent outdoors in some way but for this brand I decided to continue designing logo idea 2 as more people would recognise the tent as an outdoor activity with the family or friends.

FEEDBACK

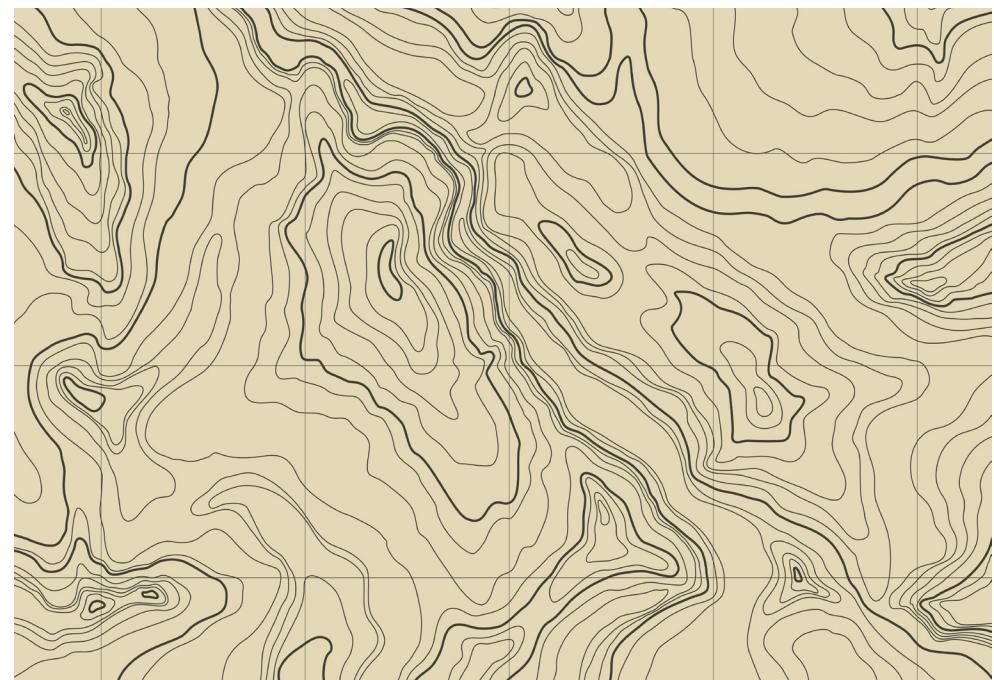
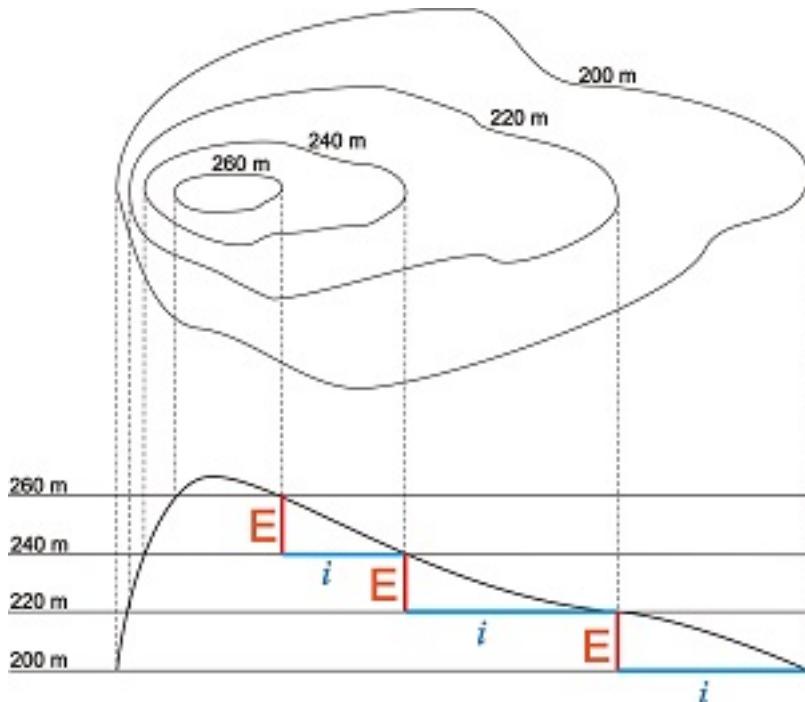
To see whether the direction I was going in with the logos was good I got feedback from my peers. The feedback I received was as follows:

- The X that is used on the tepee could be incorporated into other elements and scenery – could help in making a consistent brand
- Could incorporate real life objects to the logo - a mix of digital and real life
- For the illustration inside the tepee you could look into topographic maps and aboriginal art and use it if it fits in with the image of the brand

From the feedback I received it was clear that they all preferred the tepee design as it has defining elements that can be used in other aspects of the brand. The idea of incorporating real life objects is an interesting one but I won't be going forward with this idea and continuing with creating a flat design illustration. The final piece of feedback was to look into topographic maps and aboriginal art. I will be looking into what these are and whether they could be used within this project.

RESEARCH: TOPOGRAPHIC MAPS

A topographic map shows features of a landscape. These include altitude contours. These maps use lines, relief and colour to show the height of the features on that landscape.



After looking into what these are and examples of them I won't be taking this forward into my logo design as although I could design it in the style of flat design I believe it would portray the message of fun as much as an illustration.

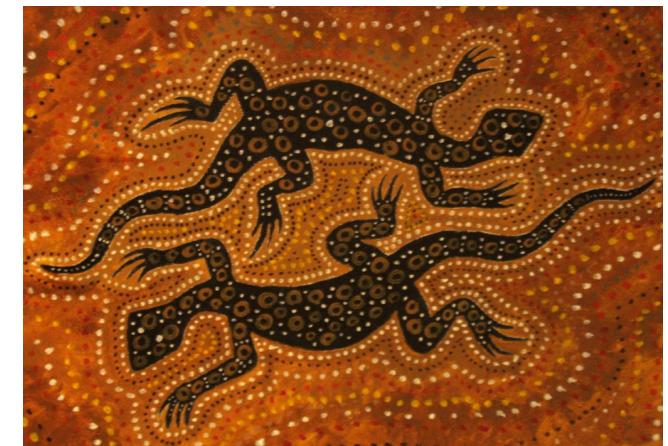
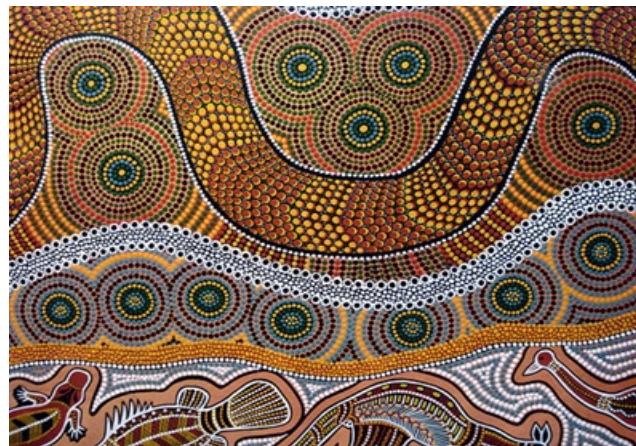
RESEARCH: ABORIGINAL ART

Aboriginal art is based on story-telling using symbols. It is regional in character and style. This means that different areas with different traditional languages approach art in special ways. These include:

- Dot Painting = Central and Western Desert
- Cross-Hatching, Rarrk Design and X-Ray Painting = Arnhem Land
- Wandjina = Kimberley Coast

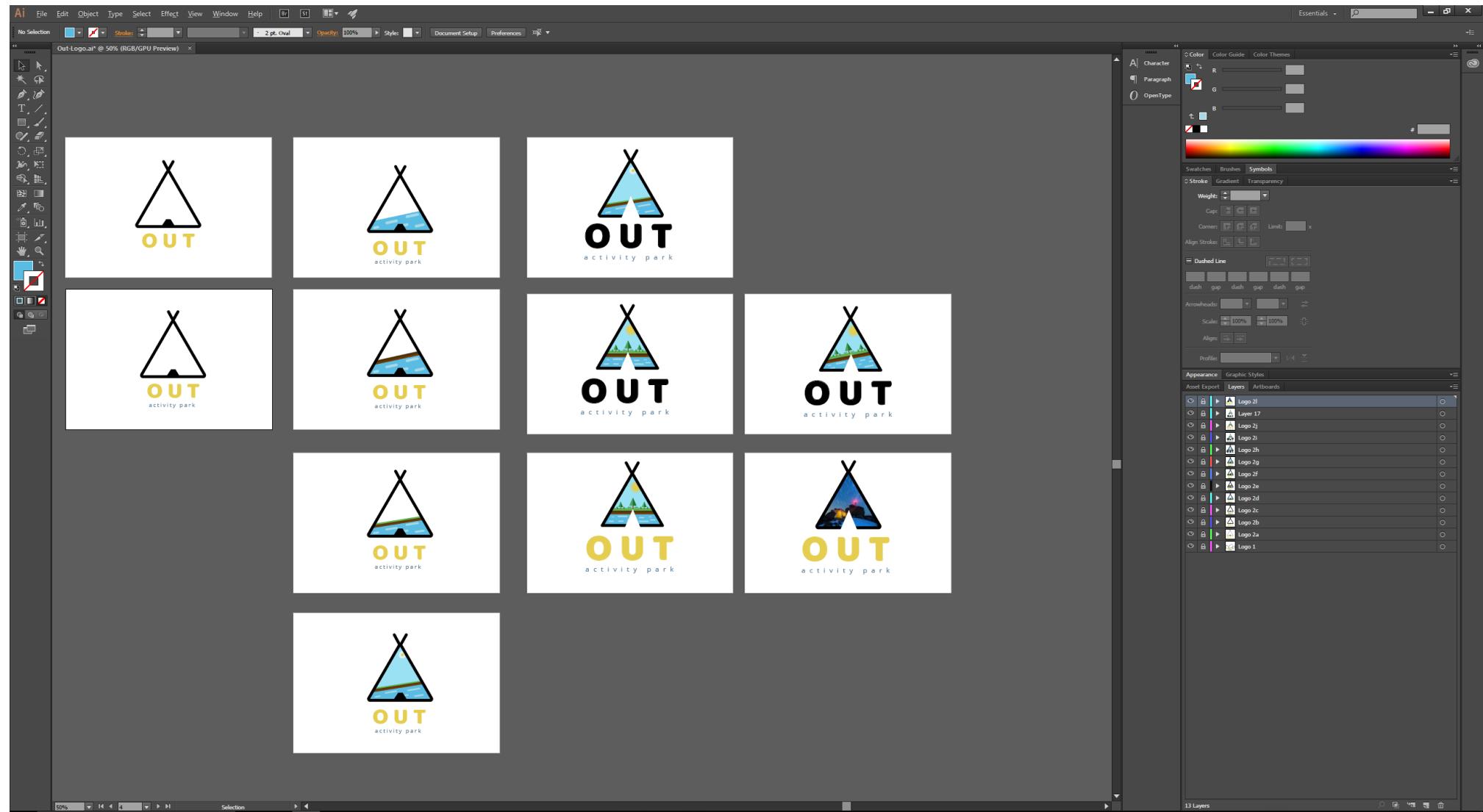
The colours used in aboriginal art were originally sourced from local materials. To begin with the colour palette started out with four colour with more colours being added over time. The four colours were:

- Red which was produced using ochre or iron clay
- Yellow, White and Black were produced using charcoal

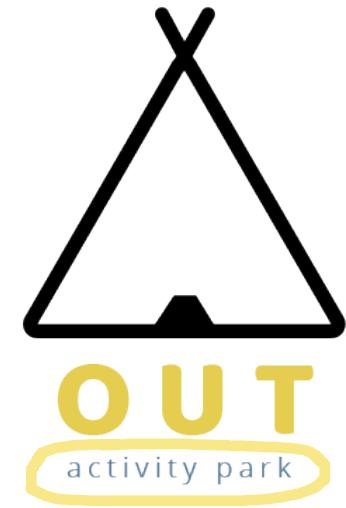
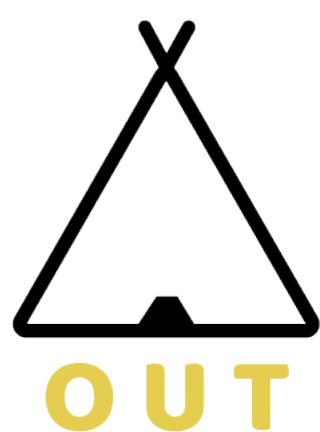


Aboriginal art is very interesting and requires a lot of fine detail. Due to the nature of my project and direction I'm going in I've decided that I won't be taking this idea forward.

LOGO DESIGN: DIGITAL DESIGNS

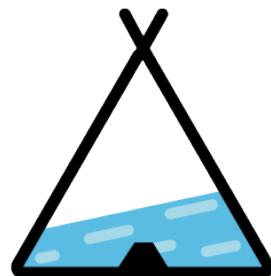


LOGO DESIGN: DIGITAL DESIGNS



ADDED THE WORD 'ACTIVITY PARK' SO
PEOPLE DON'T GET CONFUSED WITH WHAT
THE BRAND IS

LOGO DESIGN: DIGITAL DESIGNS



OUT
activity park



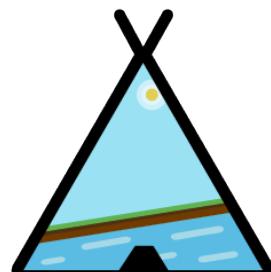
RIVER BANK ADDED



OUT
activity park



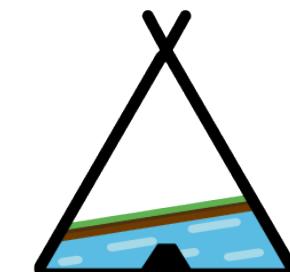
GRASS BANK
ADDED



OUT
activity park



SKY AND SUN ADDED



OUT
activity park

FEEDBACK

To gain an idea of what people thought of the logo I was creating I got some feedback. The feedback I received was:

- Make the tepee entrance larger and make it a triangle shape so it is consistent with the other elements of the logo – look at images of existing tepees for reference
- Consider using the pathfinder tool in Illustrator to make editing the illustration inside the tepee easier
- Cut out the tepee entrance so that the logo can be used on a variety of backgrounds
- Consider creating other illustrations for different locations and time of day. Photography images could also be used

I found from the feedback that I need to keep improving my logo. I'll be improving the look of the tepee entrance and will look into the pathfinder tool so that from now on the logo is easier to edit. In regards to creating other illustrations for different locations and time of day, this is something that could be done if I had more time to work on the project. However, I will show that other elements can go inside the tepee design through an image.

RESEARCH: EXISTING TEPEES



AFTER LOOKING AT EXISTING TEPEES IT WAS CLEAR THAT THE ENTRANCE COVERS ABOUT HALF THE HEIGHT OF THE TEPEE AND IS EITHER A SQUARE OR TRIANGLE SHAPE DUE TO MY DESIGN A TRIANGLE SHAPE ENTRANCE SUITS THE OVERALL DESIGN

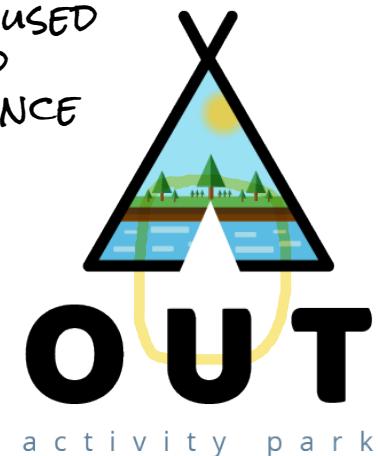
LOGO DESIGN: DIGITAL DESIGNS

WHITE
TRIANGLE
ADDED TO
FORM THE
ENTRANCE OF
THE TEEPEE
- ARROW
UP (NORTH)
FROM THE 'U'
FRO



IMPROVED THE SCENERY. USED
MASKS, ADDED TREES AND
MADE THE TEEPEE ENTRANCE
SMALLER

MADE TEXT BIGGER AND
ADDED MORE SPACING
BETWEEN THE LETTERS



MADE THE
SCENERY TILTED



MADE THE SCENERY STRAIGHT
AND CHANGED THE COLOUR OF
THE WORD 'OUT' TO YELLOW

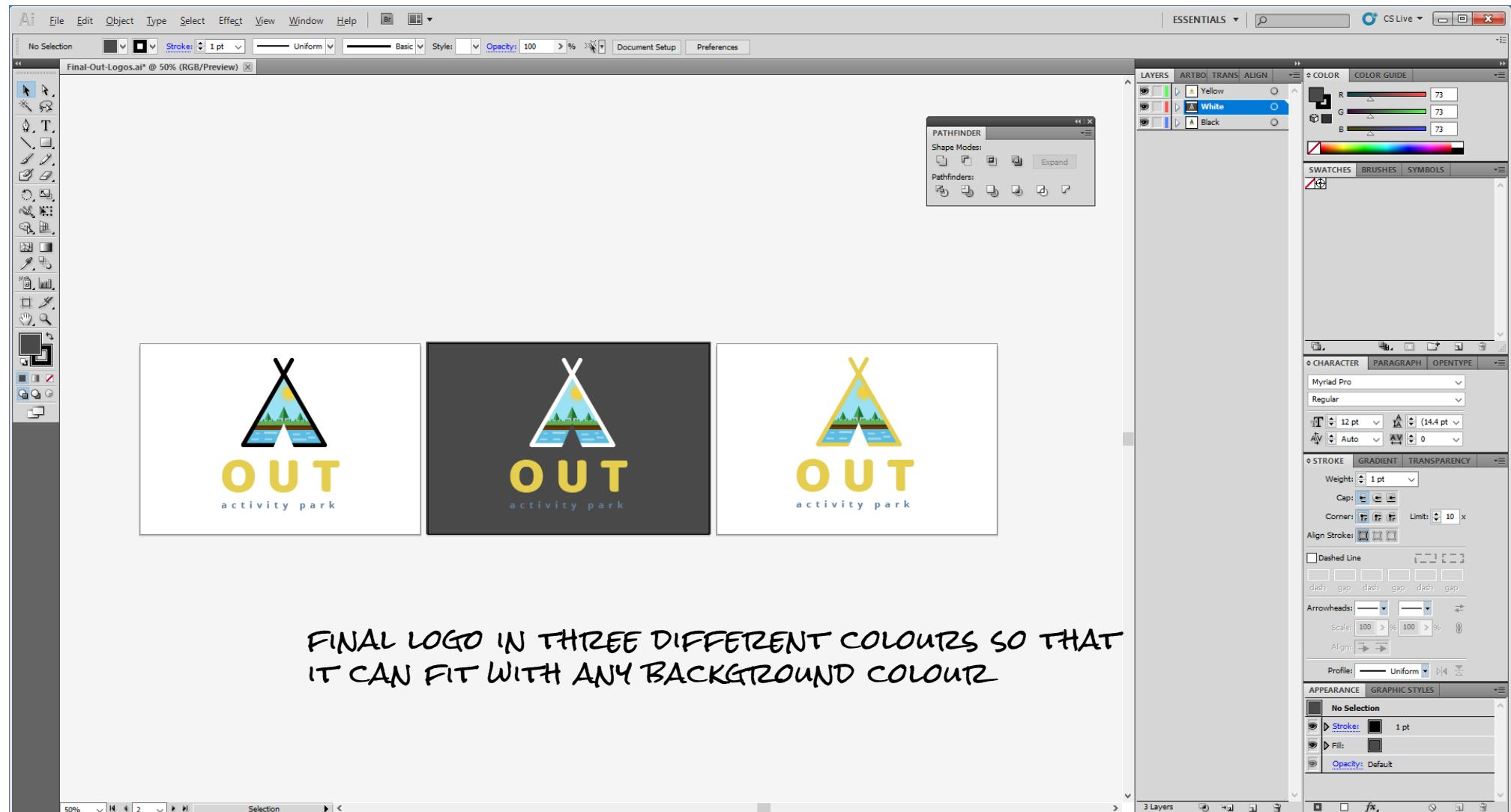


LOGO DESIGN: DIGITAL DESIGNS



THIS LOGO CAN BE ADAPTED TO HAVE DIFFERENT
ILLUSTRATIONS AND IMAGES TO MATCH LOCATION,
EVENT OR TIME OF DAY

LOGO DESIGN: FINAL DESIGN

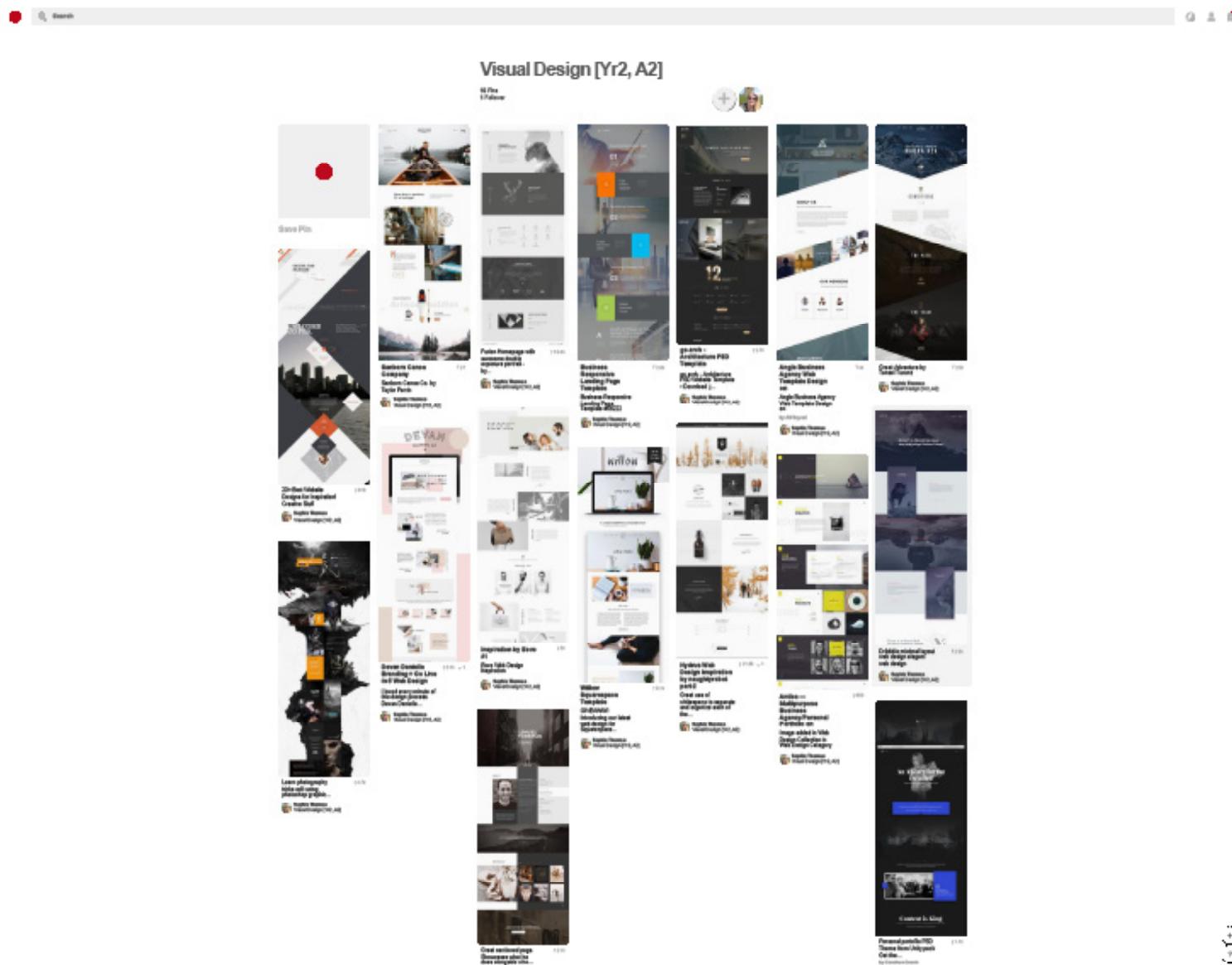


LOGO DESIGN: FINAL DESIGN



OUT
activity park

WEBSITE DESIGN: PINTREST BOARD

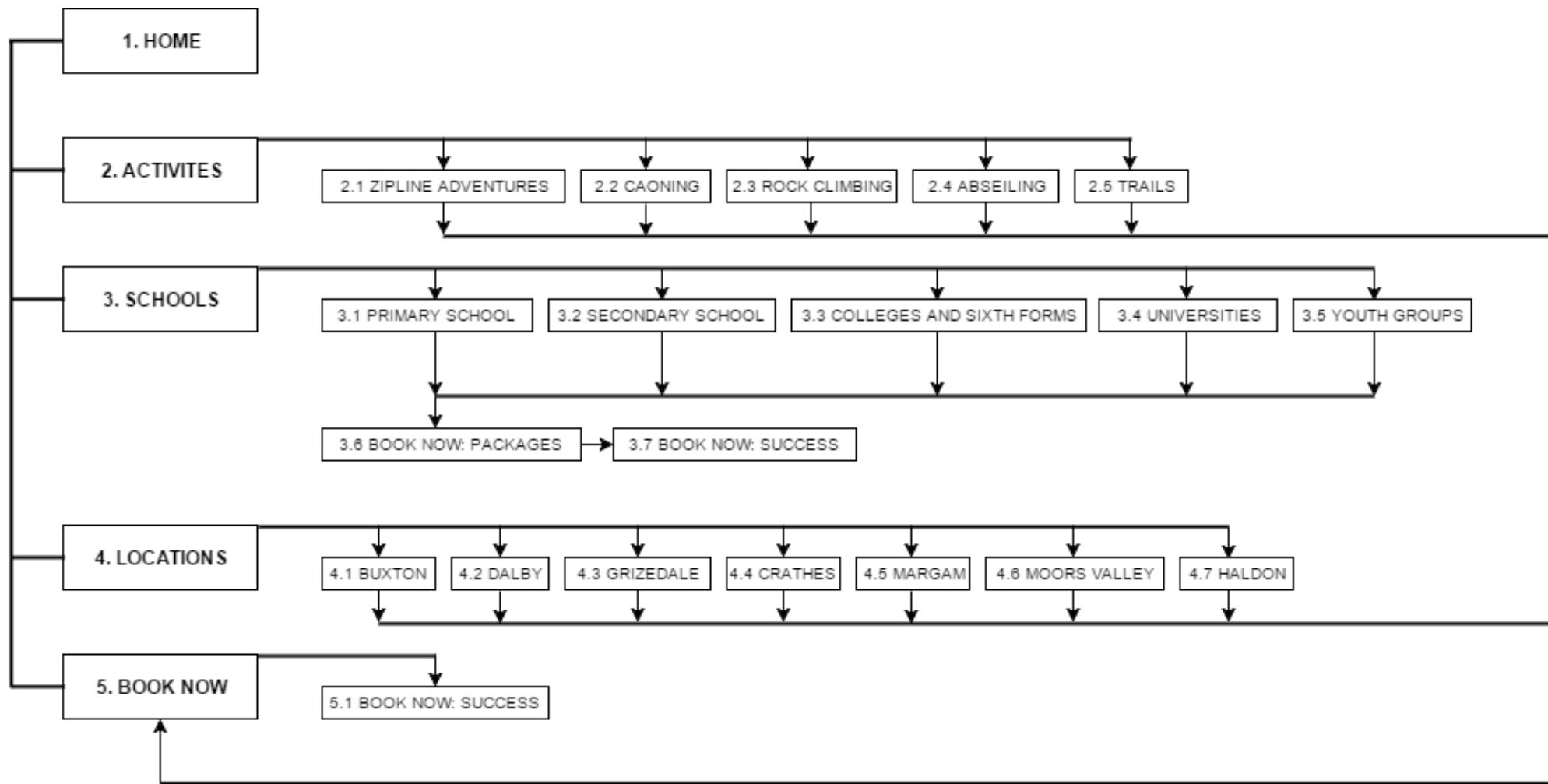


TO HELP WITH WHAT DIRECTION I SHOULD GO IN WITH THE WEBSITE I LOOKED THROUGH PINTREST

I USED DIFFERENT KEY WORDS AND SAVED THE ONES WITH ELEMENTS THAT I THOUGHT WERE REALLY GOOD

WEBSITE DESIGN: SITEMAP

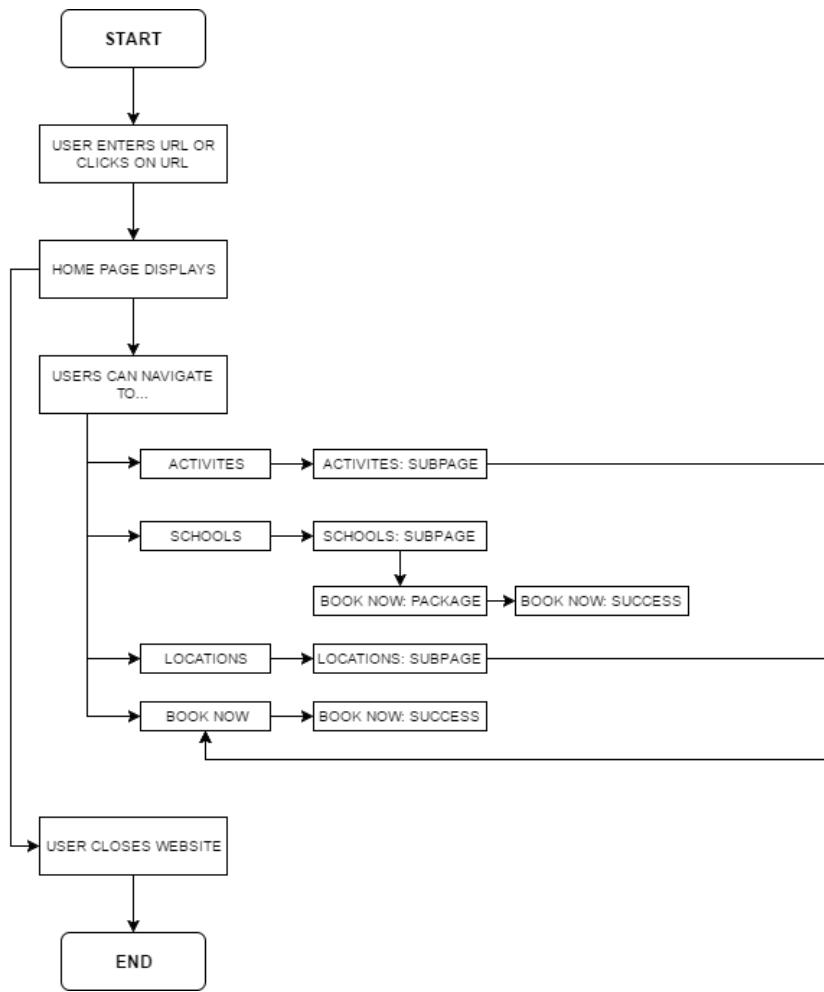
I created a sitemap to show what pages will be included on the website and how each page will link to one another.



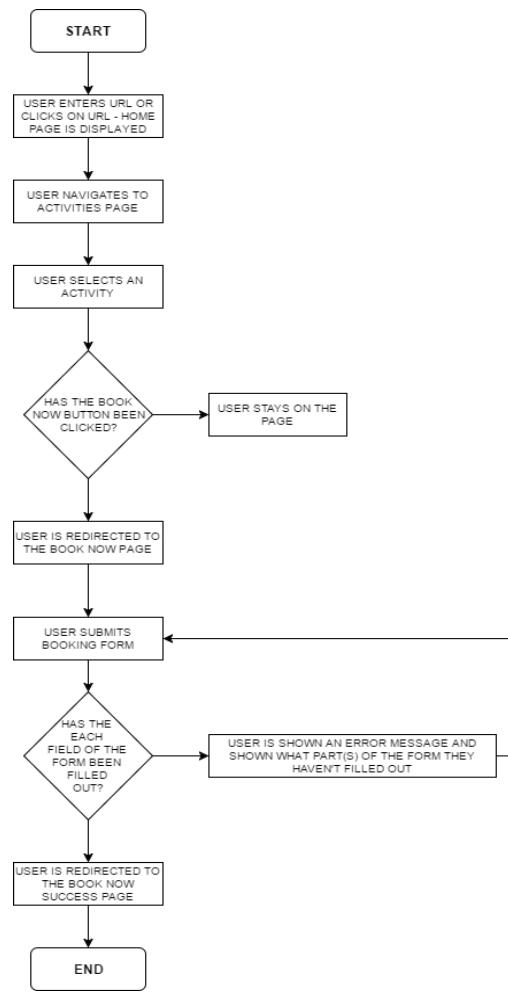
WEBSITE DESIGN: TASK FLOW DIAGRAMS

I created a task flow diagrams to show the process of how a user would navigate through the website and how they would go through the booking process.

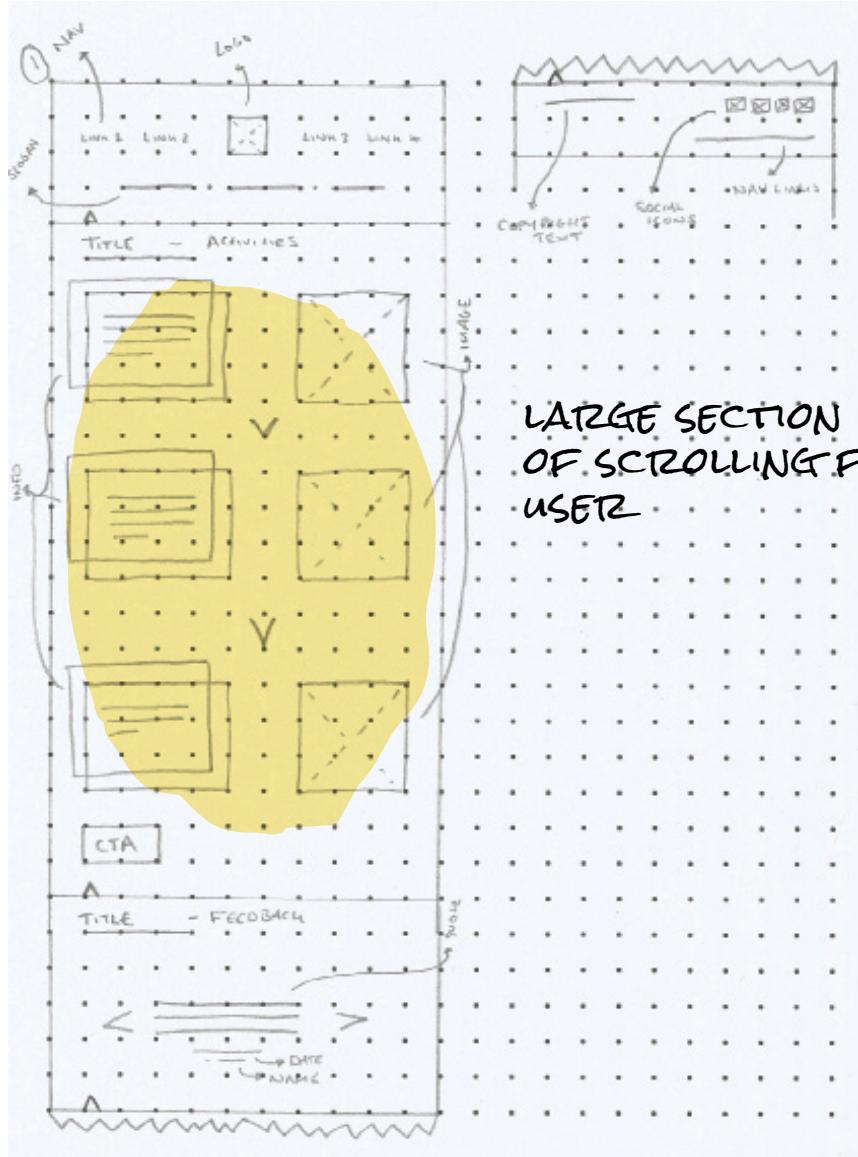
NAVIGATING THE WEBSITE



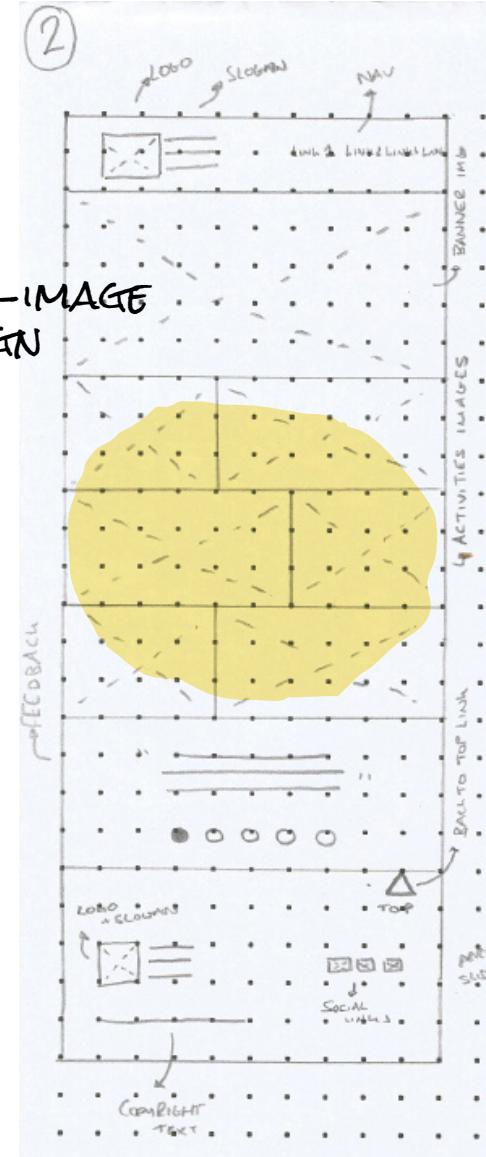
BOOKING PROCESS



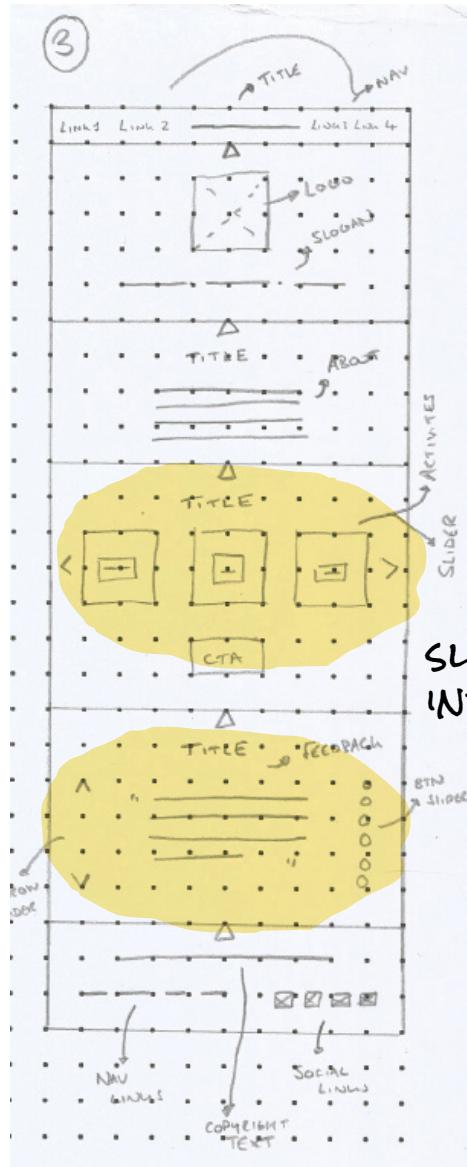
WEBSITE DESIGN: WIREFRAMES



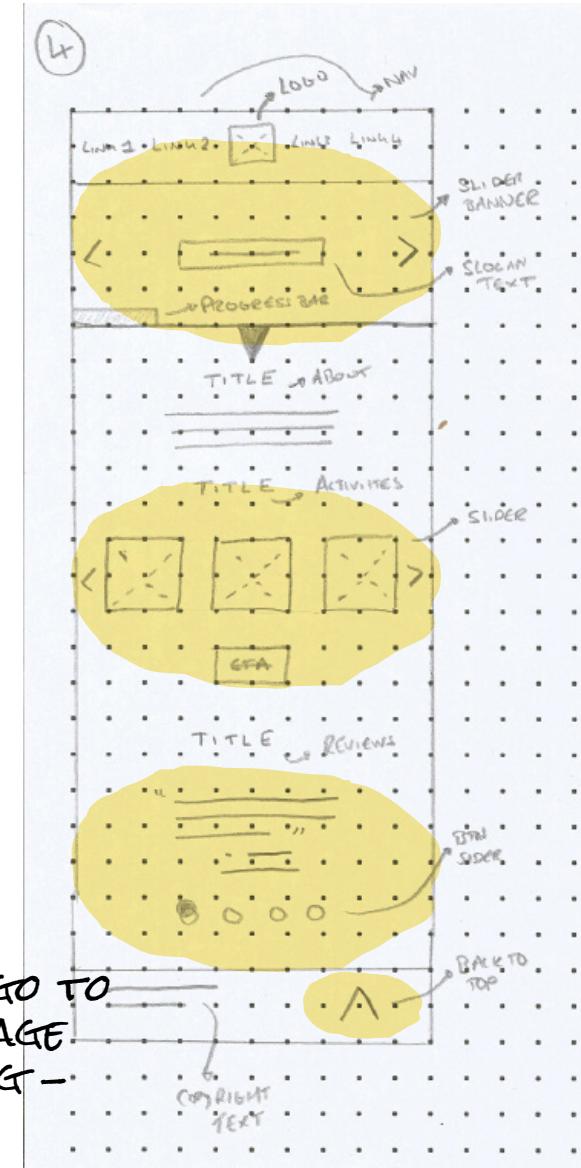
VERY HEAVY-IMAGE BASED DESIGN



WEBSITE DESIGN: WIREFRAMES



SLIDER PROVIDES INTERACTIVITY



RESEARCH: GRID SYSTEM

Grid systems are a way of structuring elements on a page. These provide designers with guides that contain a series of horizontal and vertical lines and are used to arrange content. The main advantage of using grid systems is that it provides consistency in the design which creates a good user experience. However, even when using grid systems the rules can be broken to add creativity to the design of the website.

There are many grid frameworks on the Web, with most providing a 12 column grid. Other common grids are 16 and 24 column grids but these are often only used with careful consideration. These grid can be applied to a page with any width as they are flexible. Even with screens getting larger 960px is still the most common width of web pages. Although, on most current websites only the main body content is restricted to this width.

There are four types of grids that are commonly used on the Web. These are:

- Manuscript Grids

This type of grid is mainly used for presenting large amount of text or images in continuous blocks.

- Column Grids

This grid is used when text and images are separated into different blocks. The width of these column can change depending on the content. For example one row could have two columns and row underneath it could have four.

- Modular Grids

Modular Grids are designed to allow more flexibility than column grids as horizontal spaces between blocks of text are introduced.

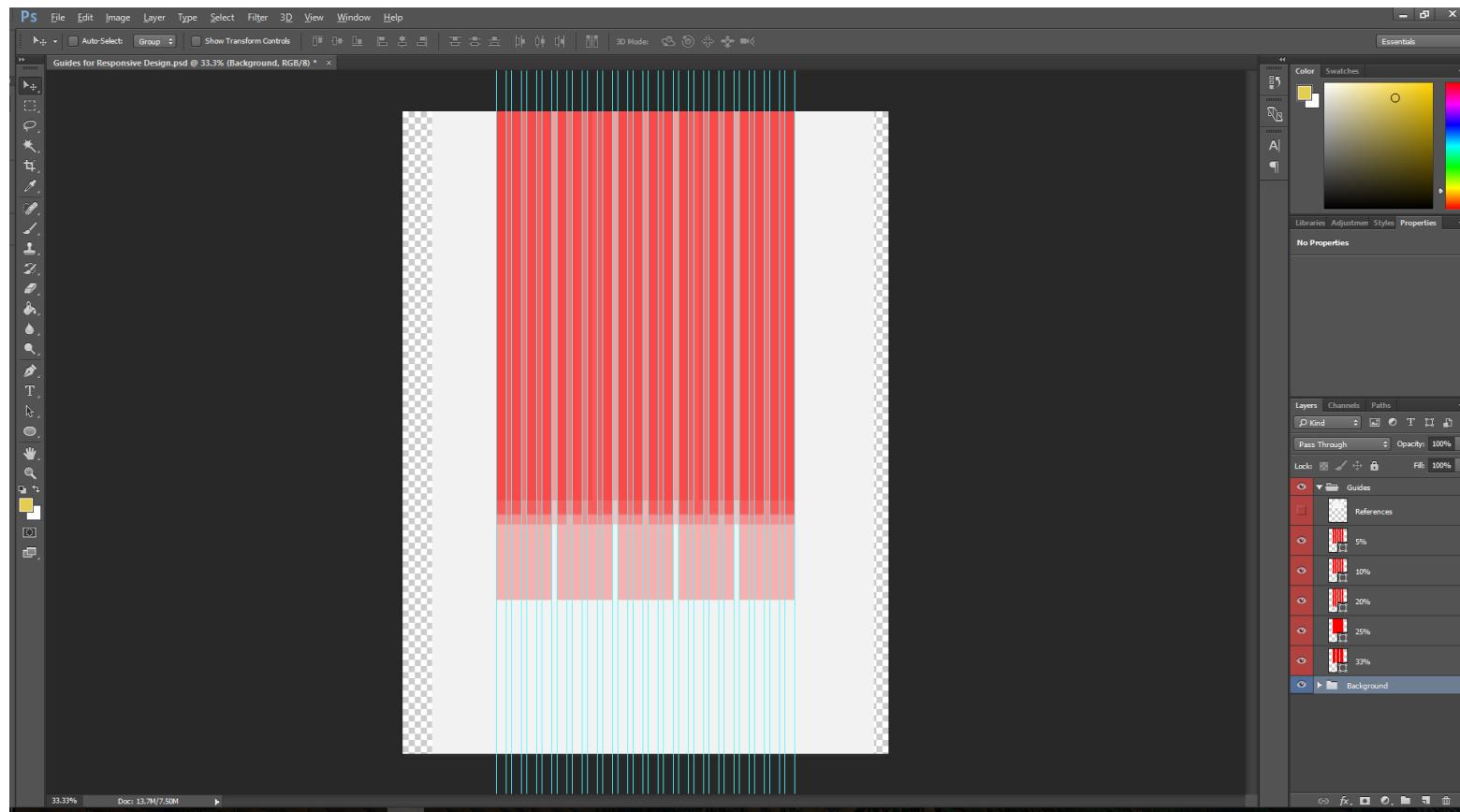
- Hierarchical Grids

This type of grid is known as a last resort, only used when the above grids don't solve the problem. It works by placing an element on the page at a time and creating the structure of the page as each element goes on the page.

WEBSITE DESIGN: GRID SYSTEM

Before designing the website in Photoshop I created a grid system to work with. This would help with aligning the content on the page. For this website I stuck to the 960px grid for all the content on the page apart from the header, image slider and footer as these span the full width of the page.

To make sure I stuck to the grid system I created a rectangle on the artboard that had a width of 1024px and over the top of that inserted a pictured of a 12 column 960px grid.



WEBSITE DESIGN: DIGITAL DESIGNS

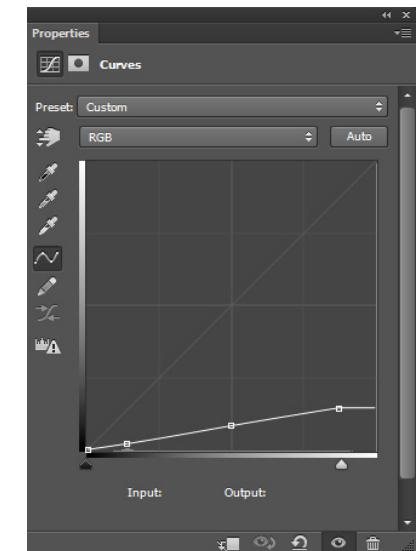
BASED OF WIREFRAME 3



DIFFERENT VARIANTS OF
THE LOGO WERE USED FOR
THE DIFFERENT HEADERS



FOR THE IMAGE HEADER
EFFECT THE IMAGE LAYER
WAS SET TO LUMINOSITY
AND CURVES WERE SET TO
CHANGE HOW LIGHT AND
DARK ASPECTS OF THE
IMAGE WERE



FEEDBACK

To gain a better sense of what direction the website should go in I got feedback on the designs I'd created. The feedback I received was:

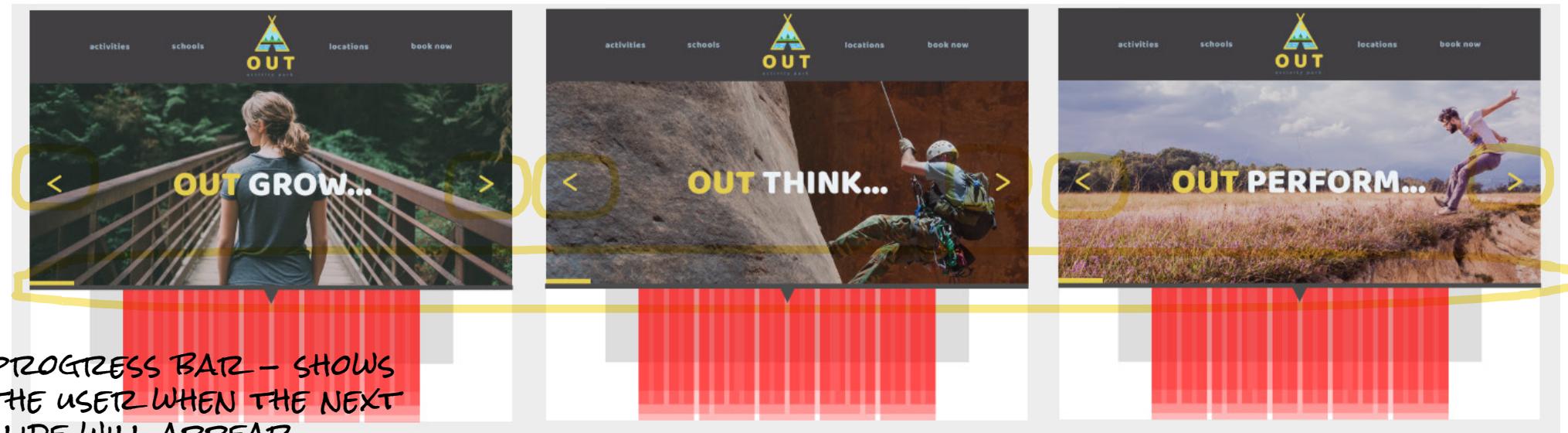
- Consider not putting all the elements in one small section – look at splitting them up (navigation, image header / video header or image slider with slogan)
- Keep the use of images on the header as it something that draws us in

From this feedback it was clear that a header that was image-based was the way forward. I'm also going to space out the elements and add in an image slider to the design.

WEBSITE DESIGN: DIGITAL DESIGNS

BASED OF WIREFRAME
4 - TOOK THIS HEADER
DESIGN FORWARD

ARROWS SO THE USER CAN
MANUALLY GO THROUGH
THE SLIDER



PROGRESS BARZ - SHOWS
THE USER WHEN THE NEXT
SLIDE WILL APPEAR

IMAGES ARE SET WITH THE OPACITY OF 80% AND
SET IN-FRONT OF A SHAPE WITH THE COLOUR OF
(THROUGH A CLIPPING MASK) TO #413F42

WEBSITE DESIGN: DIGITAL DESIGNS



YELLOW TEXT WASN'T
EASILY READABLE
OVER THE LIGHT BLUE
BACKGROUND

THE DARK BOX BEHIND THE
LIGHT DIDN'T LOOK RIGHT ON
CERTAIN BACKGROUNDS

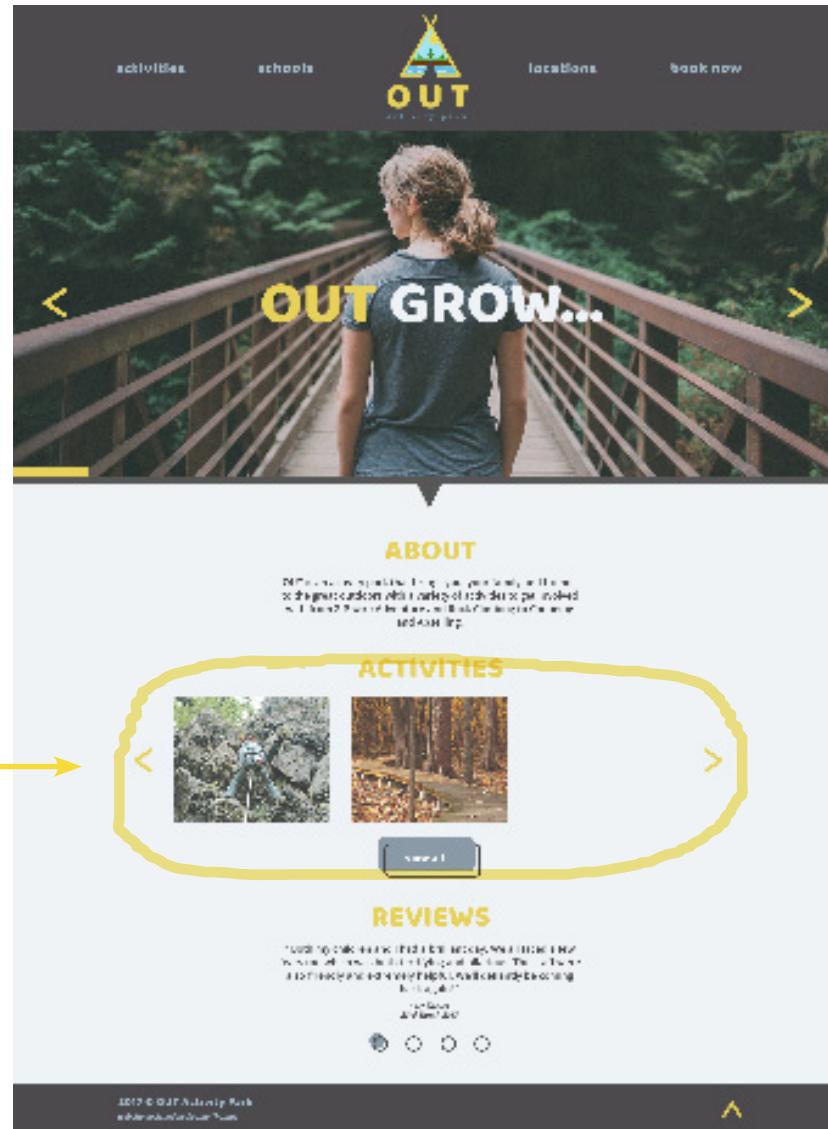
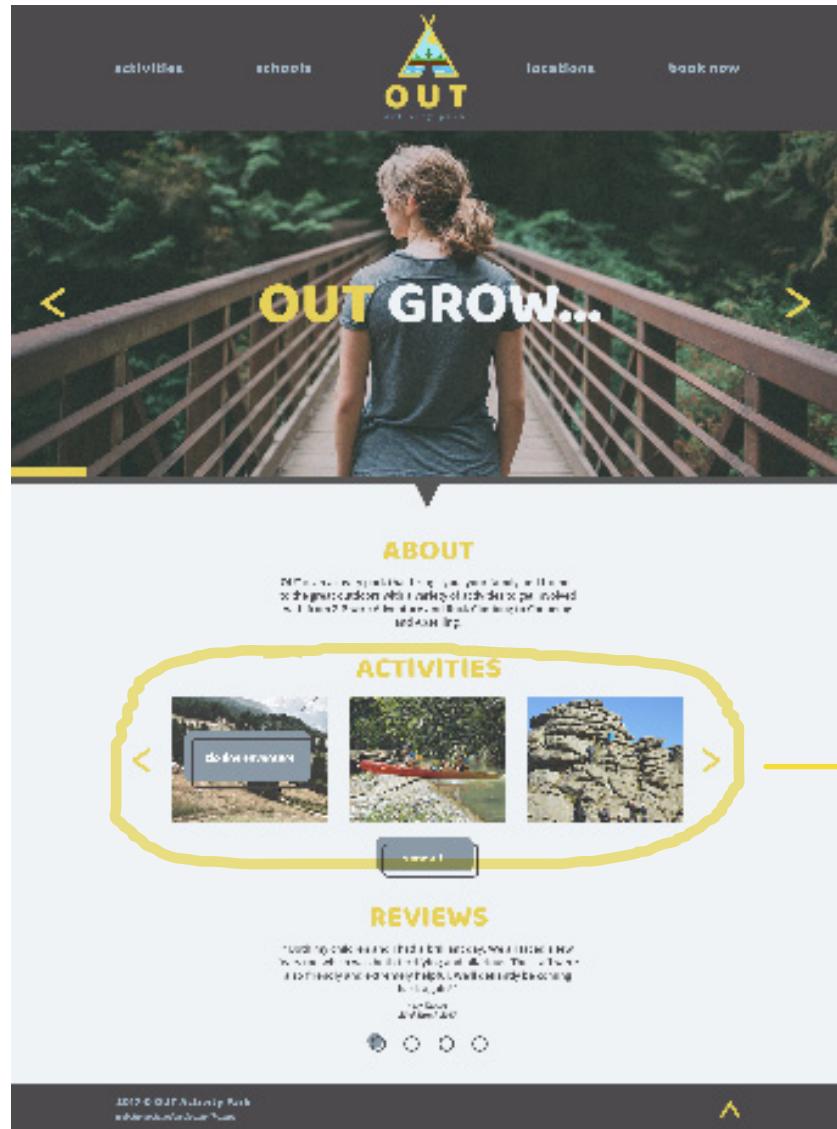
view all



TOOK THE HIGHLIGHTED BUTTON FORWARD
AS THE STYLE OF BUTTON THAT WILL BE USED
THROUGHOUT THE PROJECT

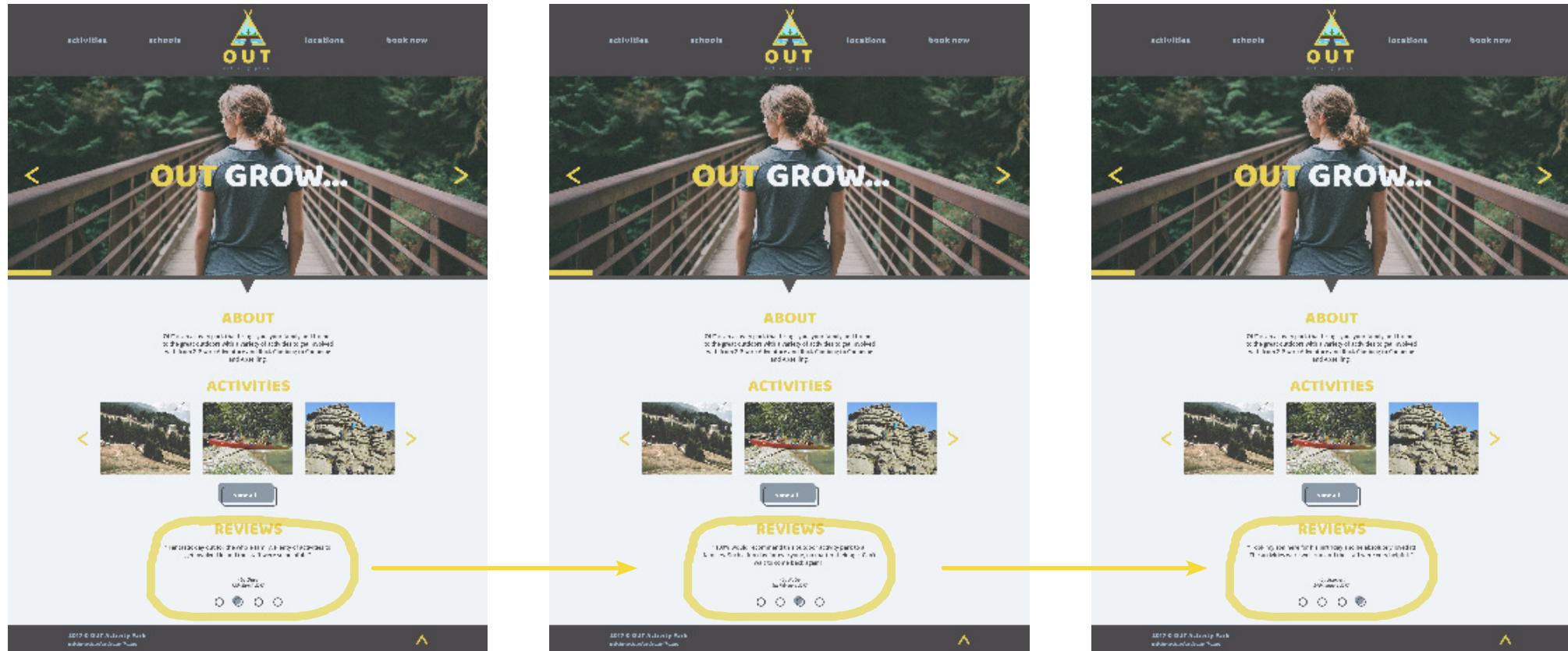
THE COLOURS WORKED BEST OF DIFFERENT
BACKGROUNDS ON THIS ONE

WEBSITE DESIGN: DIGITAL DESIGNS



WHEN THE SLIDER ARROW IS CLICKED MORE ACTIVITIES APPEAR – LESS PAGE SCROLLING FOR THE USER!

WEBSITE DESIGN: DIGITAL DESIGNS



WHEN A BUTTON IS CLICKED A NEW REVIEW APPEARS – ACTS LIKE A SLIDER – LESS PAGE SCROLLING FOR THE USER

WEBSITE DESIGN: DIGITAL DESIGNS

This screenshot shows the original website design. It features a dark header with white text for 'activities', 'schools', 'locations', and 'book now'. In the center is the 'OUT' logo with 'OUT ACTIVITY PARK' underneath. Below the header is a large 'BOOK NOW' button. The main content area contains fields for 'choose a park...', 'pick the activities...', 'select the day...', 'decide who's coming...', and a 'total price' summary. At the bottom is a copyright notice: '© 2017 OUT Activity Park'.

CLEANED UP THE HEADER BY MAKING IT SPAN THE FULL WIDTH

This screenshot shows the revised website design. The header is now a single, solid dark bar spanning the width of the page. The 'OUT' logo remains in the center. Below the header is a large 'BOOK NOW' button. The main content area has been rearranged: it now starts with 'select the day...' followed by 'pick the activities...', then 'choose a park...', and finally 'decide who's coming...'. This change allows users to choose specific activities before selecting a park. The 'total price' summary is still present at the bottom. The copyright notice at the bottom is identical to the original.

CHANGED THE ORDER OF HOW A DAY IS BOOKED – ALLOWS THE USER TO CHOOSE WHO'S DOING SPECIFIC ACTIVITIES GIVING THEM MORE CONTROL

WEBSITE DESIGN: DIGITAL DESIGNS

activities schools locations book now

OUT
activity park

ACTIVITY NAME

Here's what you need to bring...

- Flat, closed toe shoes
- Flat, closed toe shoes
- Flat, closed toe shoes

Restrictions

Minimum age: 13 years
Minimum height: 140cm
Minimum weight: 45kg
Maximum weight: 124kg

USERS COULD CONFUSE THEM WITH A SLIDER AS THAT IS WHAT THEY ARE USED FOR ON THE HOME PAGE

USED CUSTOM ICONS TO SHOW THE DIFFERENCE (GOOD AND BAD)

activities schools locations book now

OUT
activity park

ACTIVITY NAME

Here's what to bring...

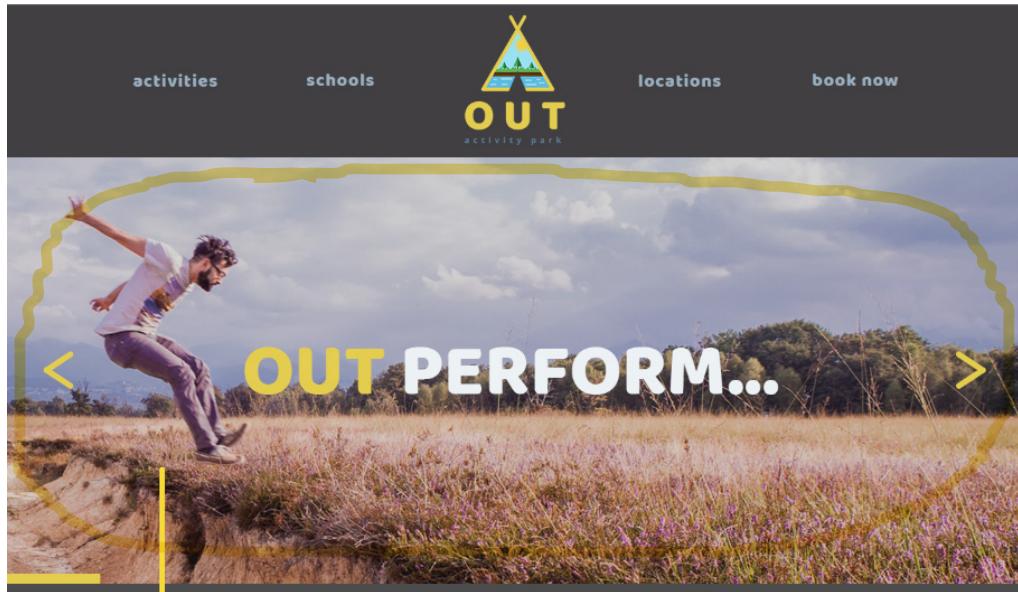
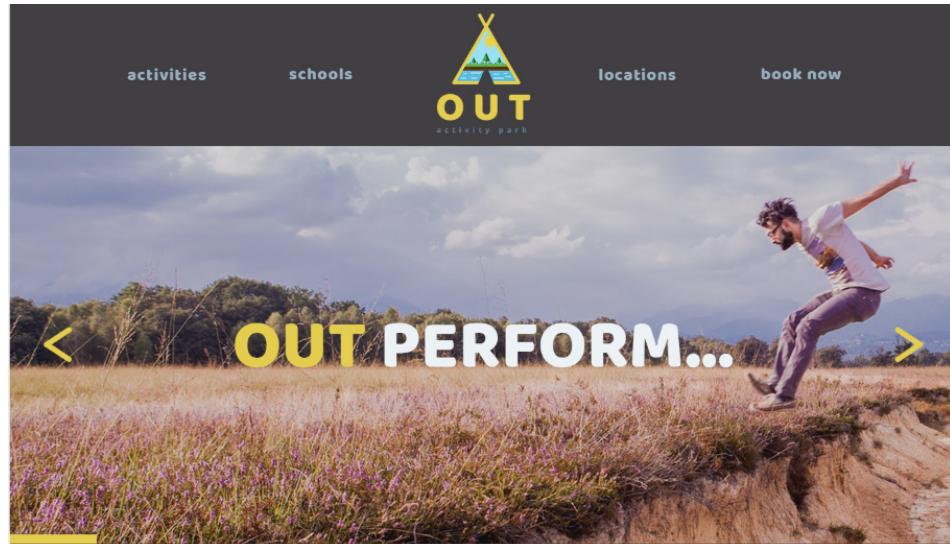
- flat, closed toe shoes
- suitable clothes you don't mind getting dirty
- gloves if it's cold
- change for parking

A few restrictions...

- minimum age = 13 years
- minimum height = 140cm
- minimum weight = 45kg
- maximum weight = 124kg

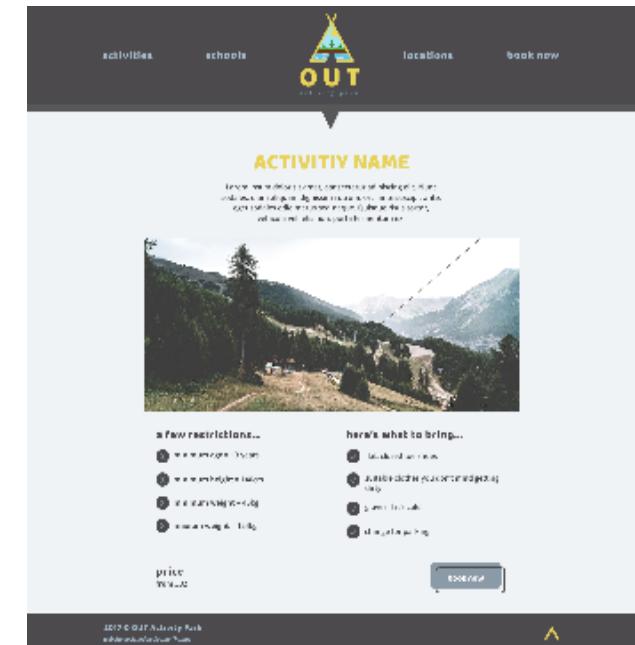
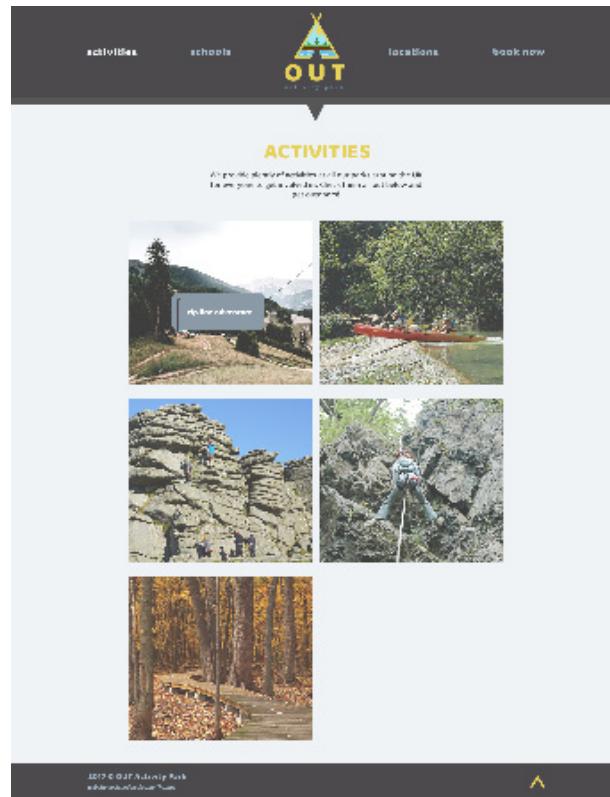
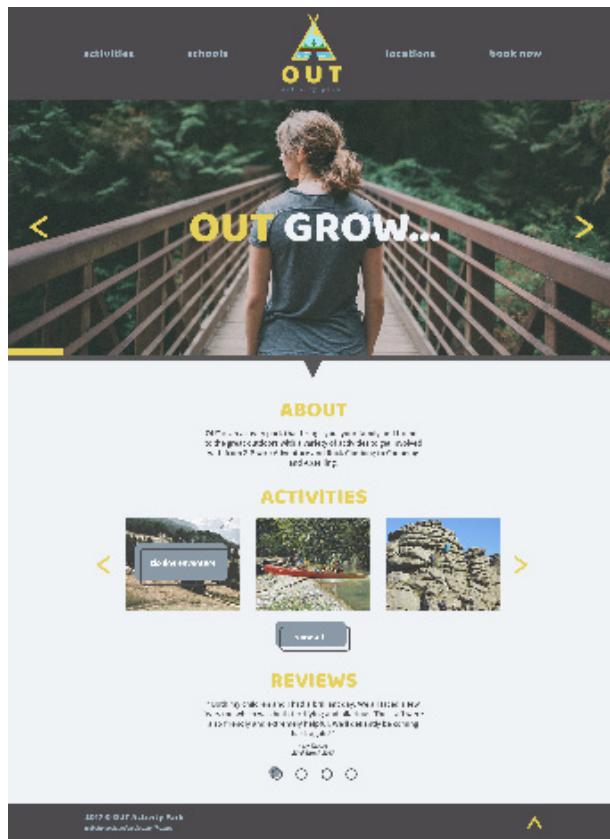
TOOK FORWARD THIS LAYOUT AS IT SHOWCASED THE IMAGE WELL AND SPLITS THE TWO WRITTEN SECTIONS WELL

WEBSITE DESIGN: DIGITAL DESIGNS



FLIPPED THE SLIDER IMAGE (SLIDER IMAGE 3) SO IT DIDN'T CLASH WITH THE SECOND SLIDER IMAGE

WEBSITE DESIGN: FINAL DESIGN



WEBSITE DESIGN: FINAL DESIGN

The Schools page features a dark header with the OUT logo and navigation links for activities, schools, locations, and book now. Below the header is a section titled "SCHOOLS" with a sub-section for "primary schools" (with a "view details" button) and "secondary schools" (with a "view details" button). Further down are sections for "colleges and sixth forms" (with a "view details" button), "universities" (with a "view details" button), and "youth groups" (with a "view details" button). At the bottom, there is a copyright notice: "© 2017 © OUT Activity Park [View Details](#) | [Book Now](#)".

The Type of School page has a dark header with the OUT logo and navigation links. The main content area is titled "TYPE OF SCHOOL" with a descriptive text about outdoor education. It includes a large image of people in canoes on a river, a "few restrictions" list, and a "what's included" list. A "price" section shows £20 per person with a "book now" button. The footer contains the copyright notice: "© 2017 © OUT Activity Park [View Details](#) | [Book Now](#)".

The Book Now page has a dark header with the OUT logo and navigation links. The main content area is titled "BOOK NOW" with a note about booking for the day. It includes a "choose a pack..." dropdown menu, a "select the day..." dropdown menu, a "pick a location" section with a radio button for "outdoor", and a "total price" section showing £20. A "book now" button is at the bottom. The footer contains the copyright notice: "© 2017 © OUT Activity Park [View Details](#) | [Book Now](#)".

WEBSITE DESIGN: FINAL DESIGN

The screenshot shows a dark header with the OUT logo and navigation links for activities, schools, locations, and book now. Below the header is a yellow 'BOOK NOW' button with a downward arrow. A small text box below it says: 'Plan your jam-packed day outdoors by completing the form below and we will see you very soon!'. Underneath is a 'success!' section with a message: 'You have successfully booked your jam-packed day outdoors. We looking forward to seeing you on [REDACTED]'. It lists booked activities: zip-line adventure, canoeing, rock climbing, abseiling, and rafting. At the bottom is a copyright notice: '2017 © OUT Activity Park' and 'Website designed by Sophie Thomas'.

The screenshot shows a dark header with the OUT logo and navigation links. Below is a yellow 'LOCATIONS' button with a downward arrow. The main content area displays a grid of seven location cards: boston, dublin, galway, cork, mayo, moore valley, and halton. Each card includes a thumbnail image, the location name, and a 'View Details' button. At the bottom is a copyright notice: '2017 © OUT Activity Park' and 'Website designed by Sophie Thomas'.

The screenshot shows a dark header with the OUT logo and navigation links. Below is a yellow 'LOCATION NAME' button with a downward arrow. The main content area displays a map of Ireland with a red dot indicating the location. To the right is a sidebar titled 'activities available' with icons for zip-line, canoeing, rock climbing, abseiling, and rafting. At the bottom is a copyright notice: '2017 © OUT Activity Park' and 'Website designed by Sophie Thomas'.

WEBSITE DESIGN: FINAL DESIGN

The image displays two side-by-side screenshots of the OUT Activity Park website's booking interface.

Screenshot 1 (Left): Book Now Form

This screenshot shows the initial state of the booking form. It includes:

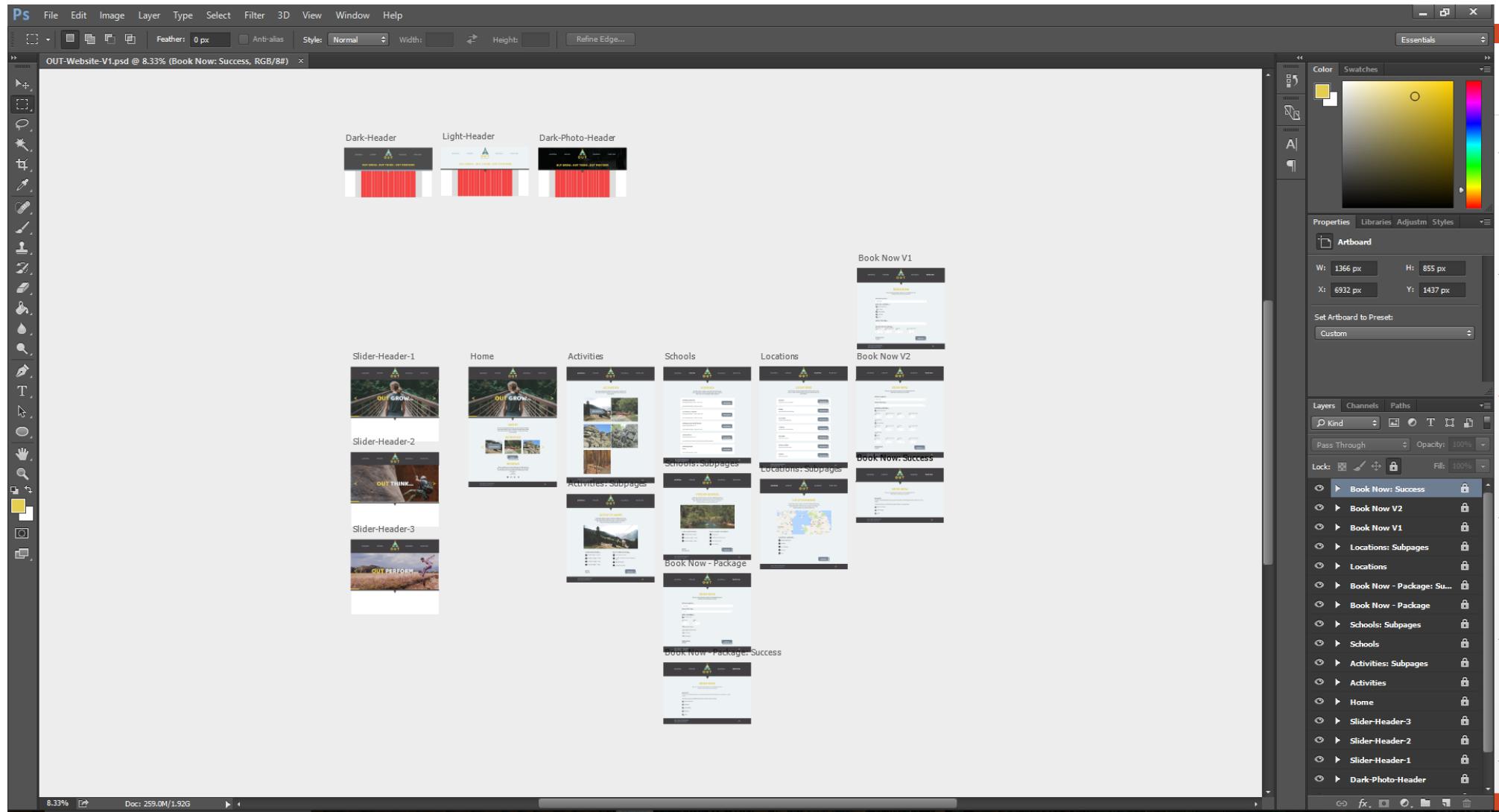
- A header with navigation links: activities, schools, locations, book now.
- The OUT Activity Park logo.
- A large yellow "BOOK NOW" button.
- A sub-headline: "Plan your jam-packed day outdoors by selecting the date and activities you want!"
- A dropdown menu for "choose a park..." with options: "outdoor park", "outdoor park", "outdoor park", and "outdoor park".
- A dropdown menu for "select the day..." with options: "2017-06-24", "2017-06-25", and "2017-06-26".
- A section titled "pick the activities..." with a grid of activity icons and dropdown menus for selecting times and quantities. Activities include zip-line adventure, rock climbing, trails, ropes course, rappelling, and abseiling.
- A "total price" field showing £12.50.
- A "book now" button at the bottom right.

Screenshot 2 (Right): Confirmation Message

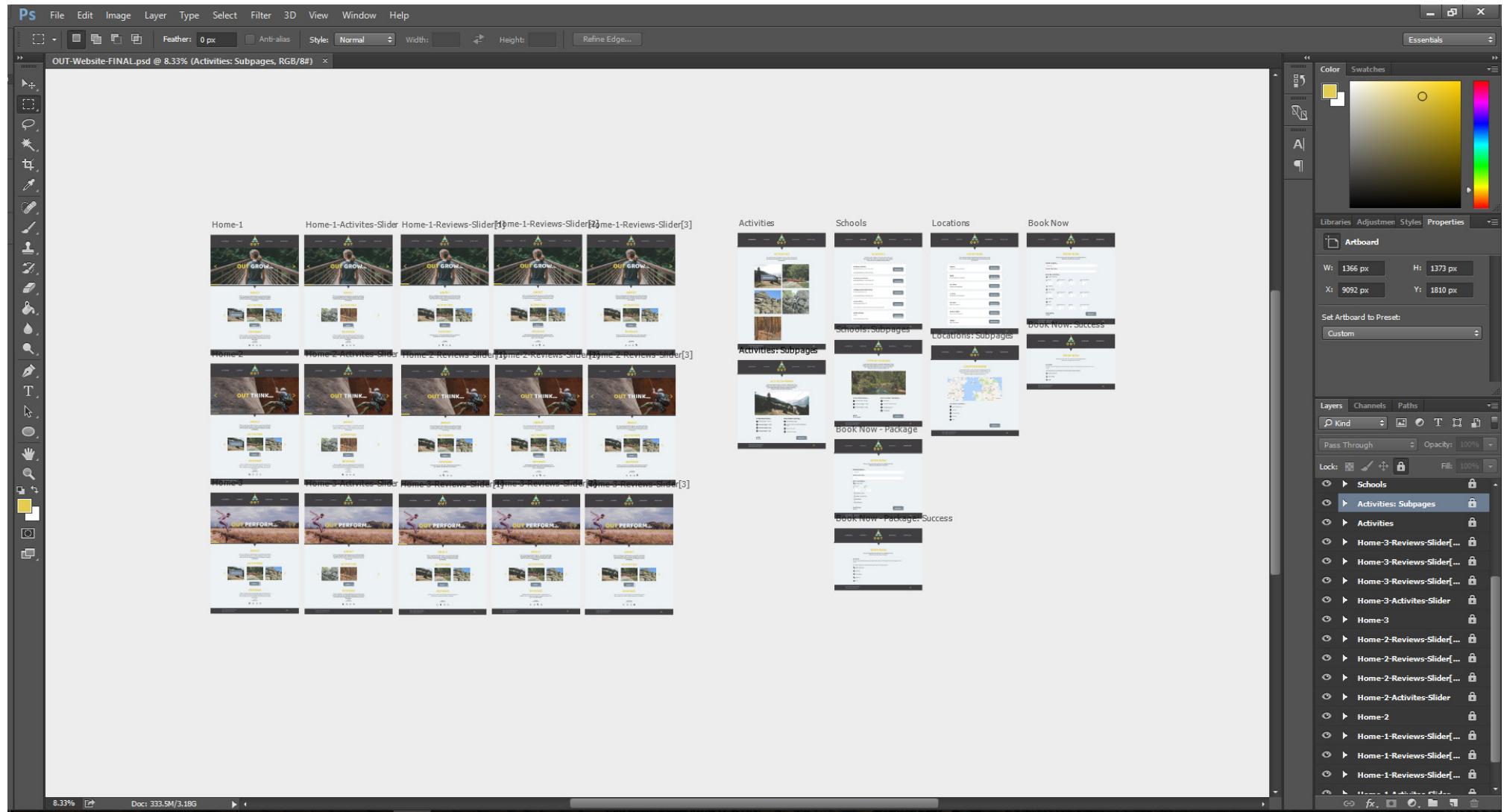
This screenshot shows the confirmation message after a successful booking. It includes:

- The same header and logo as the first screenshot.
- A large yellow "BOOK NOW" button.
- A sub-headline: "Plan your jam-packed day outdoors by completing the form below and we will see you very soon!"
- A "success!" message: "You have successfully booked your jam-packed day outdoors. We looking forward to seeing you on your arrival!"
- A list of booked activities: "zip-line adventure", "rock climbing", and "trails".
- Small "A" and "V" arrows in the bottom corners.
- Footer text: "2017 © OUT Activity Park" and "website designed by Sophie Thomas".

WEBSITE DESIGN: DIGITAL DESIGNS [V1]



WEBSITE DESIGN: DIGITAL DESIGNS [FINAL]



WEBSITE DESIGN: IMAGES

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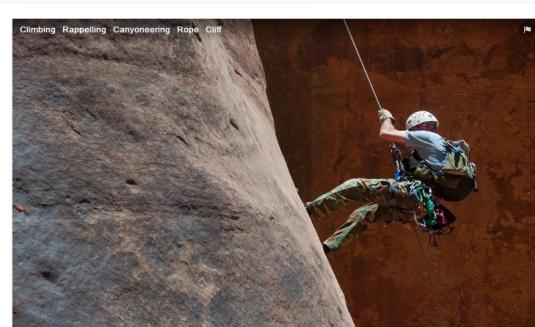
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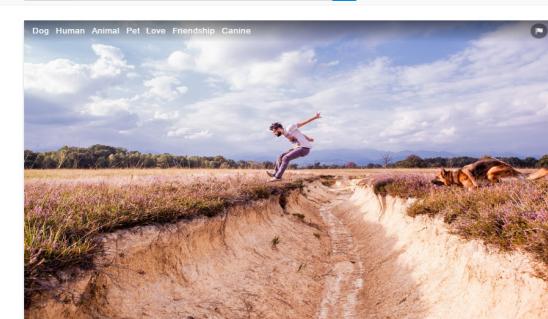
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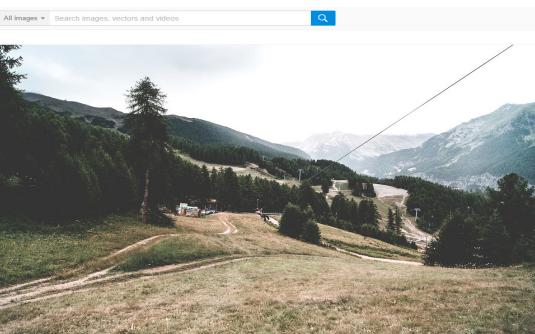
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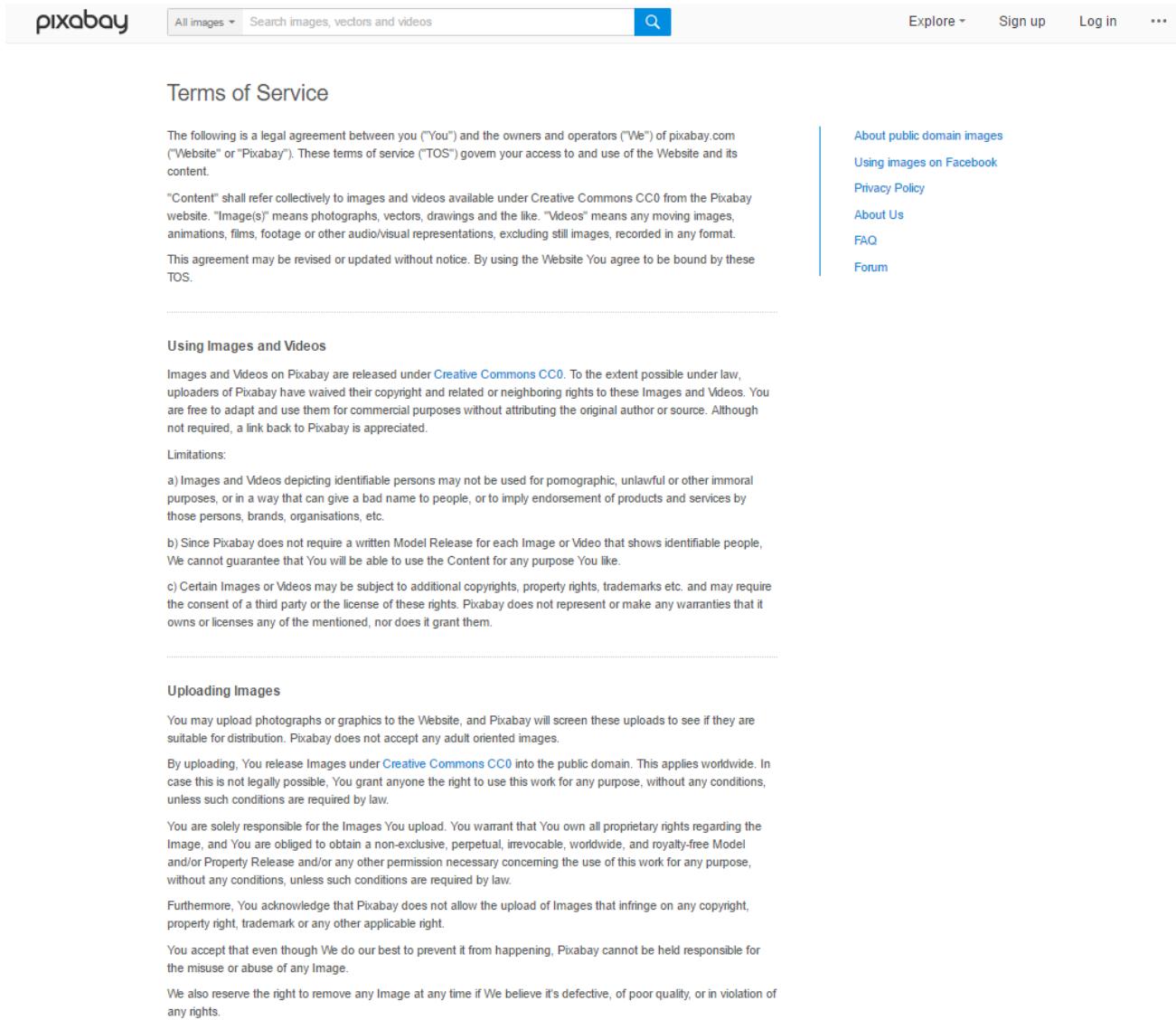
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WEBSITE DESIGN: IMAGES



The screenshot shows the Pixabay website's Terms of Service page. At the top, there is a navigation bar with the Pixabay logo, a search bar containing "Search images, vectors and videos", and buttons for "Explore", "Sign up", "Log in", and "...". Below the navigation, the title "Terms of Service" is displayed. The text explains the legal agreement between the user ("You") and the website owners ("We"). It defines "Content" as images and videos available under Creative Commons CC0 from the Pixabay website, and "Image(s)" as photographs, vectors, drawings, etc. "Videos" are described as any moving images, animations, films, footage, or other audio/visual representations. The text states that the user agrees to be bound by these terms and that they may be revised or updated without notice. A section titled "Using Images and Videos" discusses the Creative Commons CC0 license, noting that uploaders have waived their copyright and related rights. It also lists limitations on the use of images, such as not using them for pornographic or unlawful purposes. Another section, "Uploading Images", details the responsibilities of users when uploading content to the site.

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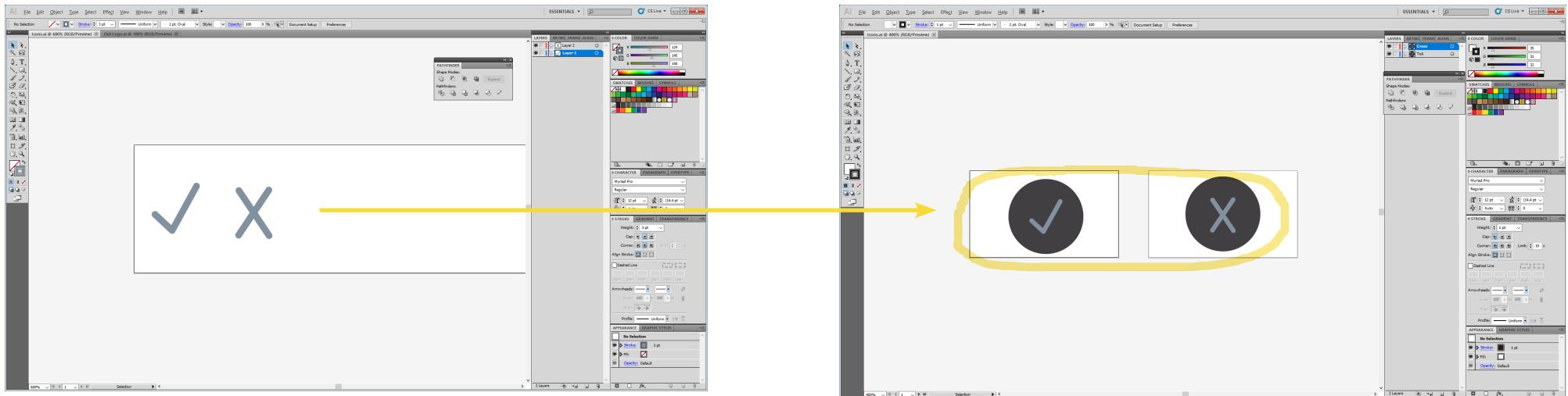
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The images I've used on the website were taken from pixabay which means all the images are free of charge for commercial use with no attribution required.

ICON DESIGN

I created custom icons to go on the website. These icons are used on the activities, schools package and locations pages. The icons that I created were a simple tick and cross as these were relevant to the content on those pages.



ADDED A CIRCLE BACKGROUND - USED
THE DARK COLOUR TO KEEP THE TICK AND
CROSS VIEWABLE



EVALUATION

Overall I believe that the logo and website I designed for OUT Activity Park meets the intended purpose of enhancing their brand, which in turn will attract more customers allowing them to continue to expand. This is because I've created a logo that portrays that OUT is fun and vibrant place to go and the website uses clean fonts and a simple layout that makes navigating the website easy for all users. The website also includes plenty of information for a customer to find out all they need to know before booking. All of which keep to the proposed style of flat design.

If I was to further develop this brand I'd make some subtle changes to the logo and website and fully code the website so that it could be launched live on a server, allowing customers to use the website. This coded website would be responsive so that those viewing on a mobile device would have just as good viewing experience. These subtle changes would be:

- Align the 'activity park' text center with the 'OUT' as currently it is not perfectly aligned.
- I'd either add a contact page that informs customers of their contact details and opening times or I'd add that information on the location sub-pages as the contact details and opening times may be different for each park.
- I would extend the footer to include links to their privacy policy, term and conditions and social media platforms.

Sophie Thomas

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