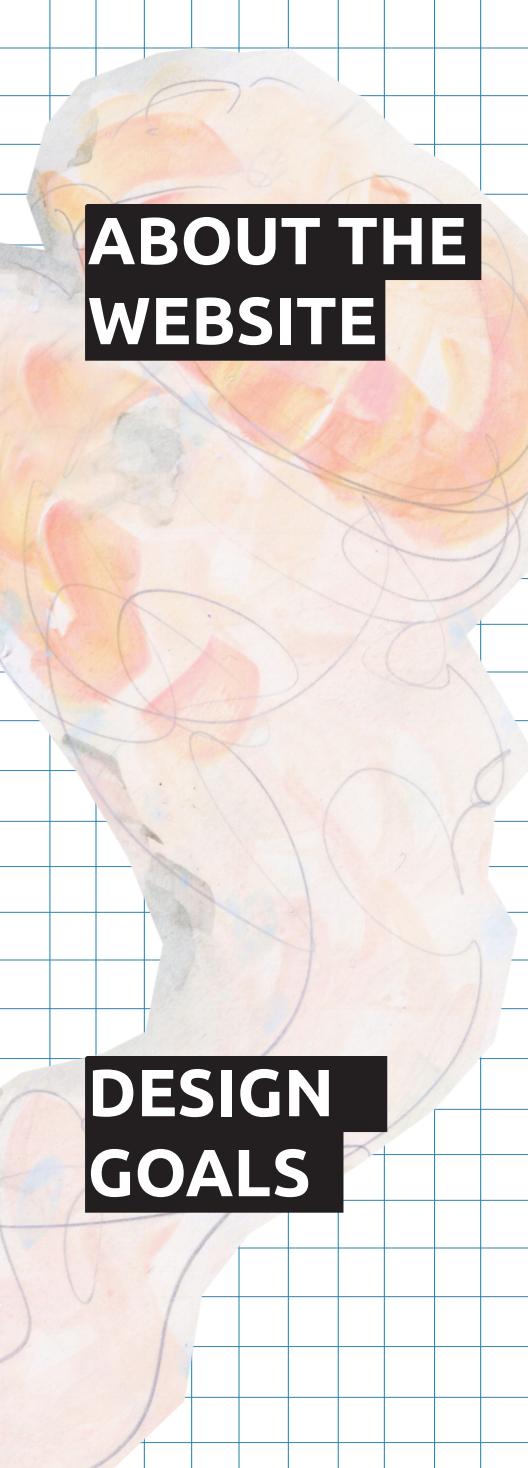




# FLORENCE TOURS

XIAOXIAO MA  
MAJOR | GRAPHIC DESIGN  
SEMESTER | FALL 2016  
CLASS | WEB DESIGN 1  
INSTRUCTOR | YUKIKO ISHIDA

**XM**



## **ABOUT THE WEBSITE**

Florence is the greatest artistic treasures which include arts, architectures, church, fashion in the world. Florence is also a historic center and it attracts 13 million tourists each year. It is considered the birthplace of the important movement Renaissance. The Florence Tours is a traveling tutorial website. It gives travelers some useful tips about how to plan time, take public transportsations, visit museums and so on. There are some great recommendations from my top experience.

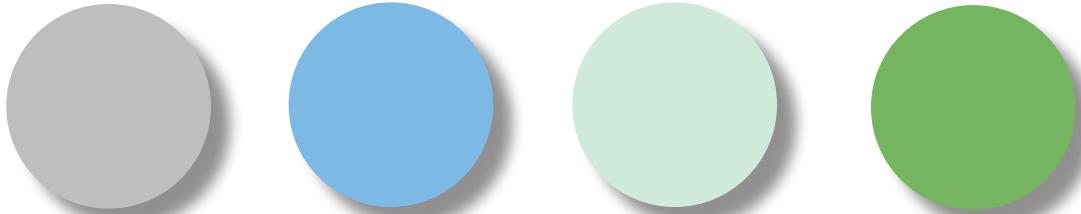
## **DESIGN GOALS**

My goal is to design a friendly and useful site for tourists. The site is based on my drawing. I want to create an illustration style to give travelers a relax and enjoyable feeling. On the other hand, it is a memorable thing for me. From my website, I want to give travelers some good tips and tell them how to spend less money while they can have a better travel experience in Florence.

# DESIGN ELEMENTS

## COLOR SCHEME

#BFBFBF  
#7CBAE8  
#C9FFE5  
#7AB560

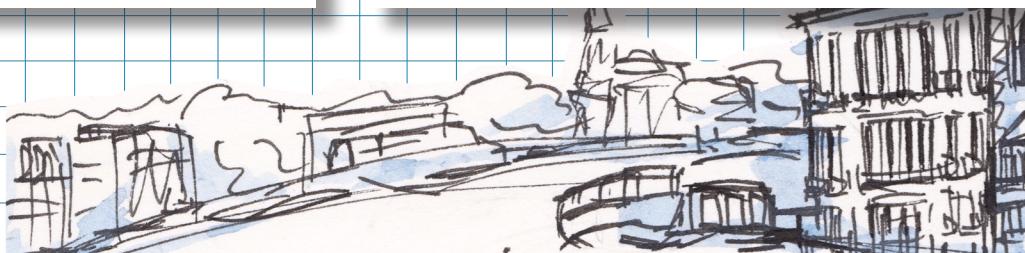
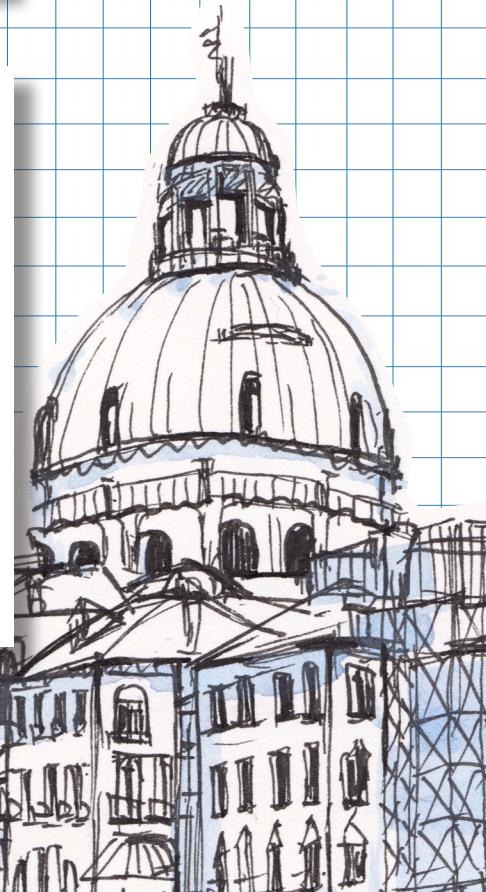


## FYPEFACES

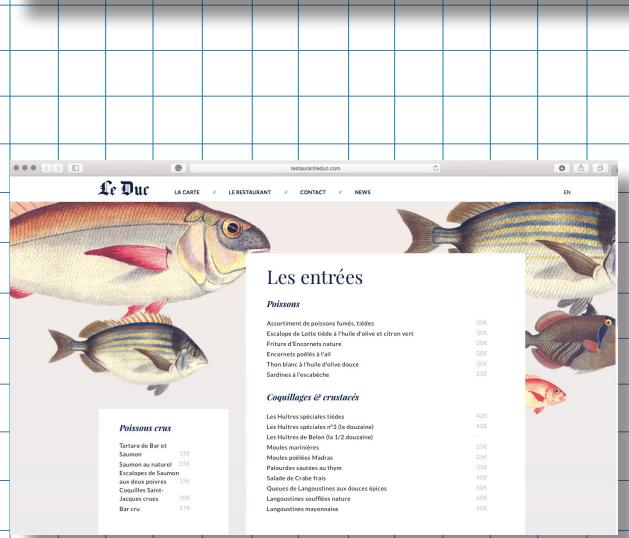
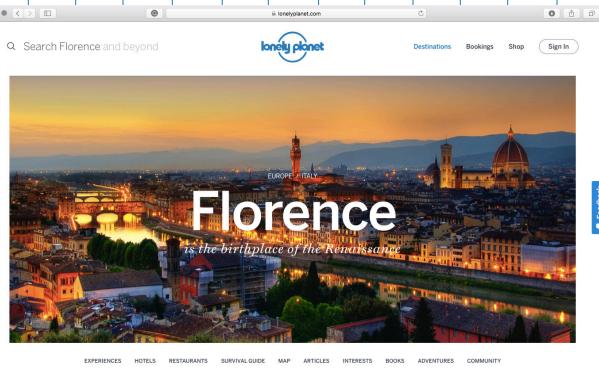
- **LIMELIGHT**
- JOSEFIN SANS
- **UBUNTU**
- TRIRONG
- **BODONI POSTER**

## KEY WORDS

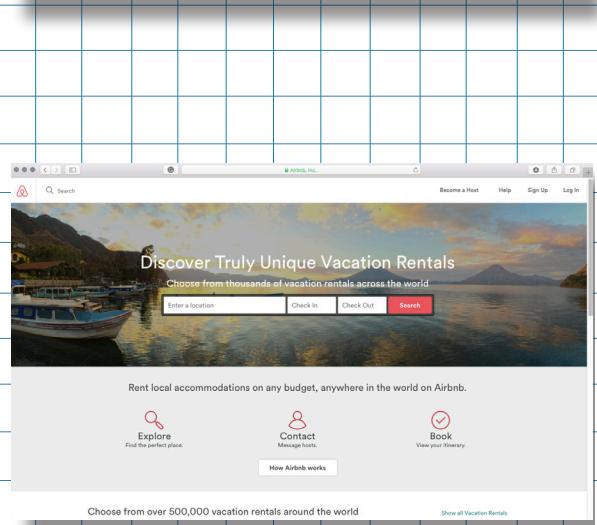
CLEAR, RELAXING,  
ORGANIZED, SIMPLE,  
FRIENDLY, READABLE,  
NATURE, LIGHT,  
LOVELY, PLAYFUL



# WEBSITE INSPIRATION



1. [www.lonelyplanet.com](http://www.lonelyplanet.com)
2. [www.sbs.com](http://www.sbs.com)
3. [www.restaurantleduc.com](http://www.restaurantleduc.com)
4. [www.giampierobodino.com](http://www.giampierobodino.com)
5. [www.airbnb.com](http://www.airbnb.com)



# SCREEN SHOT

