Vacation/Tourism Site

This site will be worth **200** points (Your first site was worth 100 points)

You'll learn:

- The standard steps (including an overview of research) in planning a website
- Effective use of color in a site and how to build a palette
- The CSS box model
- How to use floats to create layouts with side-by-side content areas
- Creating a standard horizontal navigation with a hover state
- How to work effectively with photos in a website, including how to use CSS background images and how to create live text overlays

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Overview:

Create a vacation/tourism site for a fictional organization. First pick a location that you like, such as a city, park, beach, hiking area, etc. Your location could be as large as a country or as small as a local patch of land. Your site will contain at least **4 pages**, counting the home page. It will have a standard header and footer with navigation in each. We will work through the site preparation and code in steps over the next few weeks. See the schedule for which step will be covered each day.

The site will also be photo-heavy, so you will need to gather about 10–15 large high-quality photos. These photos must either be from Pixabay.com, Unsplash.com, or be photos you yourself have taken.

> **Note** that the photos should merely *appear* to be from that location. For instance an image of someone in a canoe on any lake would likely work, even if it's not *actually* of your lake. Images of people hiking could appear to be in Kettle Moraine even if that image was actually taken somewhere in Vermont.

Also note that everything you have previously learned, including effective typography, proper use of web-embeddable fonts, and other code and design principles, will continue to be required.

Pages:

Thinking through what your particular location offers and what makes the most sense for your organization and visitors, plan out which pages would be appropriate. Typical pages might be some of the following:

- Reservations
- Getting Here
- Where To Stay
- Things To Do
- Attractions

- Trail Maps
- Getting Around
- Boat Rentals
- Camping

Each page needs to be fleshed out with a few paragraphs, headings, and appropriate photos. The overall layout for each page will be nearly identical.

Inspiration:

Use the following sites for inspiration, as your project will in many ways be similar to these sites. Keep in mind that as this is Web Design 1, your site may be a little bit simpler.

http://www.turnefferesort.com/
https://www.nunavuttourism.com/
https://www.nycgo.com/
https://www.sftravel.com/
https://www.innsbruck.info/en/

Layout:

Your layout will include a `<header>`, `<footer>`, and floated (side-by-side) elements. Your header will contain a logo (which you will make), a hidden `<h1>`, and a standard main navigation.

Navigation:

Create a standard horizontal navigation in the header. We will avoid the mobile-style hamburger navigation for this site (for those of you who know what that is). Repeat this navigation in the footer, but styled differently/appropriately for a footer. In the header navigation, create a hover state and a current-page style.

Copy (Text):

You'll gather some of your site's copy from sites similar to your own and make up some of your own text where necessary. At the bottom of your pages or in your footer, you should cite the sources for your text.

Image Usage:

Your site needs to successfully use (on each page):

- Images in the HTML
- Images appropriately used as CSS background images
- At least one background image with live text overlay (often done in the feature area)
- At least one icon (small vector graphic) used as a background image

✓ All images need to be saved with appropriate file type, quality, and size
✓ Images will generally need to be edited/modified to create an effective (and non-distracting) design.

Preparation:

As an introduction to the typical process for site preparation, you will create a simple site map and a standard wireframe.

Evaluation for Vacation/Tourism Site:

Name: _____

All requirements are met/included:	all	almost all	missing more than 1
All pages are fleshed out with text and photos	all	mostly	half or less are

Navigation (in header and footer):
    Fully functional, links go to correct pages, uses standard code, and (in header) hover state works   excellent   1-2 minor errors   multiple/major errors

Images are saved with appropriate file type, quality, and size   all   1-2 minor errors   multiple/major errors

Design:

Images are effectively utilized and edited as needed to minimize boxiness, create contrast with overlaid text, and are successful in visually enhancing (not distracting)   **excellent**   **great**   **fair**   **insufficient**

Effective typography, with strong hierarchy and points of entry. Fonts are all web-embeddable, with the appropriate fallback font category.   excellent   great   fair   insufficient

All other design aspects including layout & spacing, scale, color, and contrast   excellent   great   fair   insufficient

Overall presentation and professionalism, including site setup & naming: yes   somewhat   no

Deductions for non-standard, incomplete, or poorly-crafted code: _____

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