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Design WWW II

Project 2 Proposal

     For my second project, I'd want my website to be based in Japan. I would cover Tokyo, Kyoto, Yokohama, Kamakura, and Osaka. My target audience would be primarily travelers or individuals who wish to visit Japan. After traveling to Japan twice within the same year, many of my friends and family approached me to ask about my experiences and travel tips. The best way for me to convey that information would be to share my experiences, including the places I visited, the activities I participated in, the food I tried, and the cultural events I attended. I would also include YouTube videos I watched in preparation for my first trip to Japan, so people could use them as a better source.

My design would relate to my subject matter because I'll include elements that not only evoke Japan but also evoke travel. My color palette will be a mix of calmer colors inspired by Japan. I believe a logo for my website is necessary, and it should reflect travel. The research will focus on Japan, targeting travelers as the primary audience. I plan to find images for the website—thumbnail images, banners, etc. —I'll find these; however, for the logo, I intend to make it myself. The typography will be simple and easy to read, avoiding anything too fancy or generic, yet providing a versatile typeface for any viewer.