

Concept Note:

While creating the Cloudland Canyon website, I was awfully inspired by the beauty of the subject matter. My goal was to channel the splendor of the park through the site, so as to immerse the user into the site's focus at hand; to inform and attract those who enjoy nature to Cloudland Canyon State Park.

For readability, extra line-spacing and a small amount of kerning was used. This also makes the site look cleaner and less busy. The color scheme of the site simply coincides with colors of nature for obvious reasons. The navigation structure has been revamped from the original Cloudland Canyon website, in order to increase simplicity and provide the user with a more intuitive page titling. This reorganization also groups appropriate subject matter under its appropriate heading. Imagery was a very important factor in keeping the user interested. I made sure to provide very crisp and attractive images and position them in a manner that integrates into the actual text of the subject matter.

Sitemap:

