

# Beyond The Peel

## Project Proposal

Caitlyn Johnson

# Project Brief

# Overview

Tourism Western Australia has tasked us with creating a site that will attract tourists to Australia's south west, specifically focusing on Busselton, Bunbury, Yallingup, Margaret River, Cowaramup and Dunsborough. With the outbreak of Covid Australians are being encouraged to keep their holidays local and stay in Australia. Tourism WA wants to capitalize on this and encourage the people of Perth to explore their own backyard. With cases increasing in the eastern states it's even more important for the people of WA to remain in WA, however asking them to forgo a holiday is unrealistic.

Tourism WA wants a site that not only encourages people to visit the region but helps them to plan and organize their holiday, from choosing the best time to travel, finding fun activities to participate in and looking for accommodation. They believe that by helping West Aussies to plan their holiday they can encourage people to go and increase visitations to the region. Australia and specifically WA does have many sites dedicated to showing off and teaching about our south west region already, however there are none dedicated to planning a holiday specifically in our south west. At current these sites are overwhelming giving a user sensory overload, with so much information moving through many of these sites feel chunky and like you'll miss something if you're not diligent. Tourism WA wants to simplify this process and make a journey for the user, instead of bombarding them with information. It wants to relieve the user of some of the stress of planning a holiday and give them experiences more suited to the individual and the type of holiday they prefer, you would not recommend snorkeling to a family with children to young swim, and so they shouldn't have to sort through those activities to find what they desire.

Aside from helping people to book their perfect holiday Tourism WA wants to boost local tourism as a whole, Australia's tourism took a large hit after Covid, an industry that had been growing took its first hit and decline in 10 years with a large majority of Australia's tourism coming from China and New Zealand (BudgetDirect, 2020) no longer able to visit the country. It's undisputed that with Covid restrictions Australia also took a financial hit from losing much of its tourism, spending was down a whopping 26.7% compared to 2019 (Camper Champ, 2021). Tourism WA wants to increase spending in WA by boosting out tourism with a sizable dip in spending due to the lack of tourists they want to encourage Aussies to spend locally to boost the economy.

Tourism WA wants to focus on three main groups, couples - young and old, families with young children and groups of young adults. These three groups hold the most promise for tourism opportunities. Taking a holiday with your partner is a staple in any good relationship, Tourism WA wants to capitalise on this and encourage them to take their holiday on the South west, with a multitude of places to visit there are plenty of holidays for couples in any stage of their relationship, Luxury wine tours for older couples, cheaper bush basing holidays for young adventurous couples or even a romantic honeymoon getaway. The South west was practically built for families with young children with many places having attractions dedicated to keeping kids happy. Families who would usually be taking an outer state holiday will be looking for somewhere else to take the kids, especially during the holidays. This makes them the perfect audience, they will want a quick and easy way to keep the kids entertained and our site will help them build the perfect holiday. Finally groups of young adults, with time and little money they will need somewhere that can handle larger groups with something for everyone's interests. Those looking for something to do before Uni starts or just ready to experience something new. With limited travel and the need to roam the South west can scratch their itch perfectly.

## Measuring Success

Our site will be using a few key indicators to measure if the design is successful. First will be page views per day/week/month. Tracking how many people are visiting our site is a key indicator of a site's success, the more people who are viewing our site the more successful it can be considered. Second will be how many people make an account each month. One of the key features of our site is planning your holiday and to do so you will need an account to save your information and preferences, as such the more people making accounts means they found the service helpful and are using it to plan their holiday and thus the more accounts the higher success rate. The third indicator will be how many users are engaging with the content. Are they moving through the site and using all its features or simply skim reading the home page? Knowing the level of engagement people are having with the site, and seeing that users are engaging with several if not elements of the site will be a key indicator of success. And finally repeated use. Are users coming back to our sites? While not a site someone may use every day are users coming back the next time they want to plan a holiday or need information about Down South? The more people who return and repeatedly use the site the more successful it will be considered.

# Design Research

# Case Study One- The Golden Pipeline

The Golden Pipeline is a project aimed to educate people about the creation of the pipe line that brought water across Perth and the gold rush. Their website is laid out like a map with gold line mapping out the rout of the water line. Each line has several stopping points either marked by numbers (to indicate an informational point) binoculars (to indicated a site seeing spot) or a map pointer to point out other locations.

Each icon when clicked on takes you deeper into the map to reveal information. You can get an overview about the area, information about the surrounding towns and things you can see and do in the area. The site is informative, neat and easy to follow.

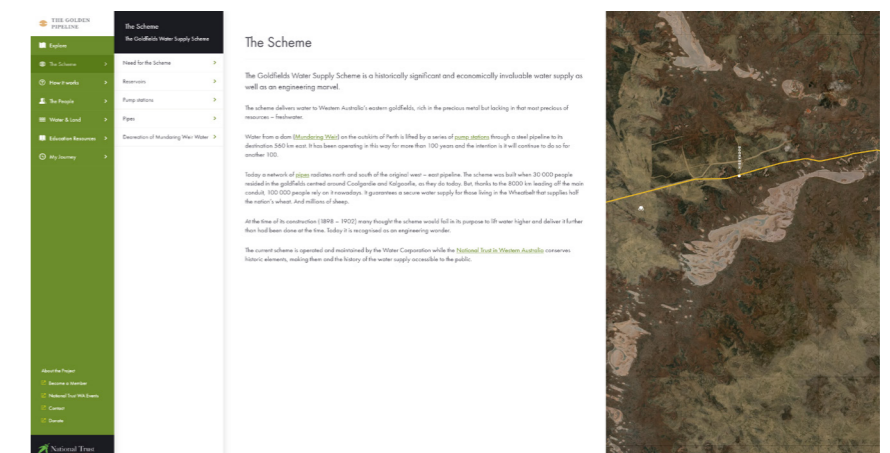
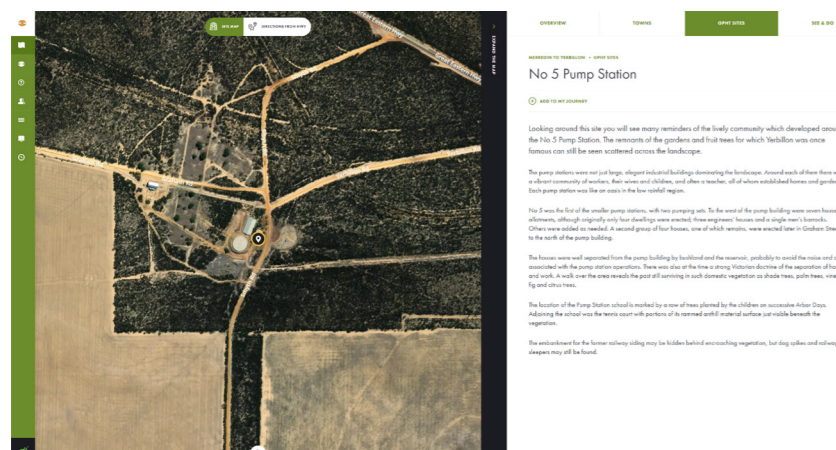
rather large quantity of information is also note-worth, as many content and text heavy sites have tried and failed to display this much information in an eloquent way and will most certianly be something to consider moving forward, especially as there is much content to cover when talking about Perth's South West region.



The most notable features, aside the map are the home page and side tabs. The site offers up two main sets of information, one about the pipeline and the other about the people who made it possible. Depending on the size of your screen you may receive a duel home page showing a figure head and map or on a smaller screen just the map. All pages however ultimately lead to the map as the main feature.

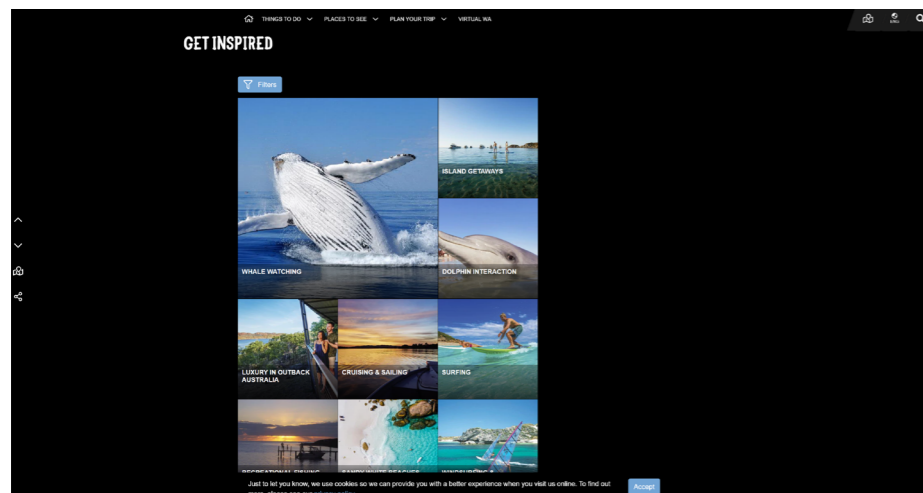
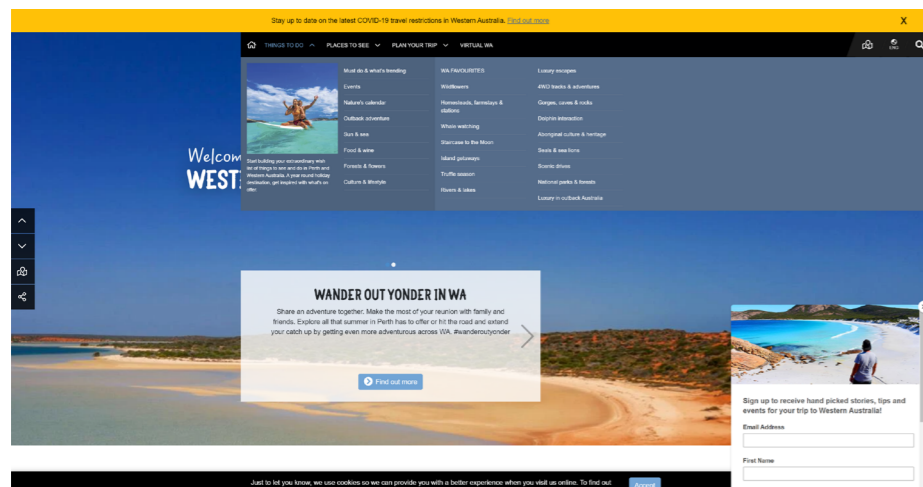
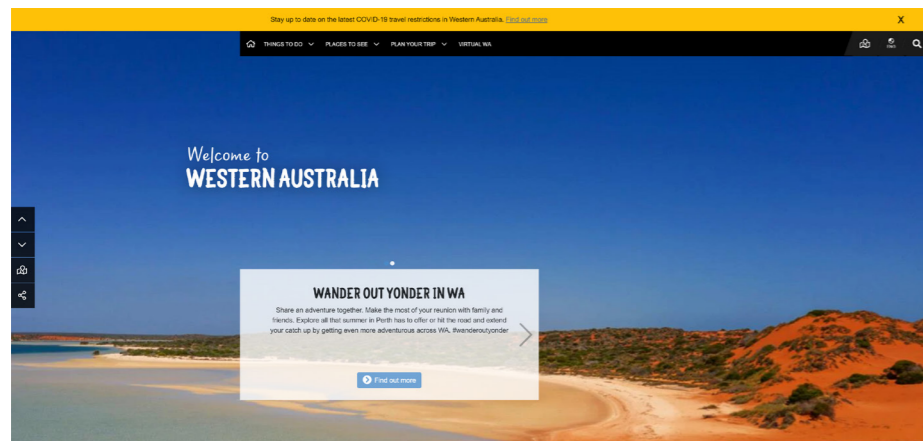
The tabs on the left contain a plethora of information, while mainly tucked away when scrolled over they will expand into several categories. The site stacks tabs on tabs on tabs, as the whole site runs on a single page, instead of opening a new page for each tab it just slides slightly further then its predecessor. This organisation is quite effective for the nature of the site as it allows the map to be viable at all times.

The sites design warrants much praise however it has little to offer in terms of features beyond the map. Maps in site are hardly a new concept however this particular one has been done exceptionally well as its bother a remarkable technical feature and a story telling device, it cuts through large bodies of information and shows only the most important stuff. Its neat and tidy display of a



<https://www.goldenpipeline.com.au/>

# Case Study Two - Welcome to Western Australia



Western Australia is a tourism site dedicated to WA. They inform on all areas and regions of WA with a focus on the more beachy, natured based and laid back side of WA. This site is quite literally a plethora of information, every question you could possibly have about WA will likely be answered here.

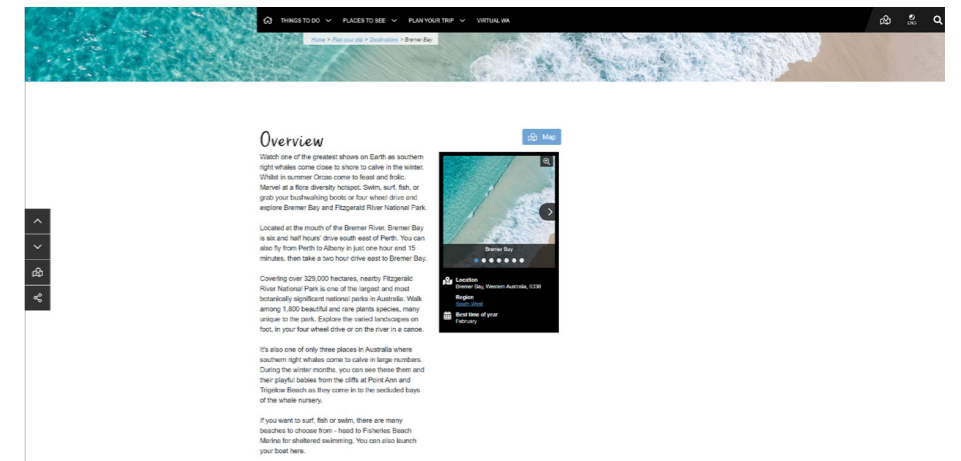
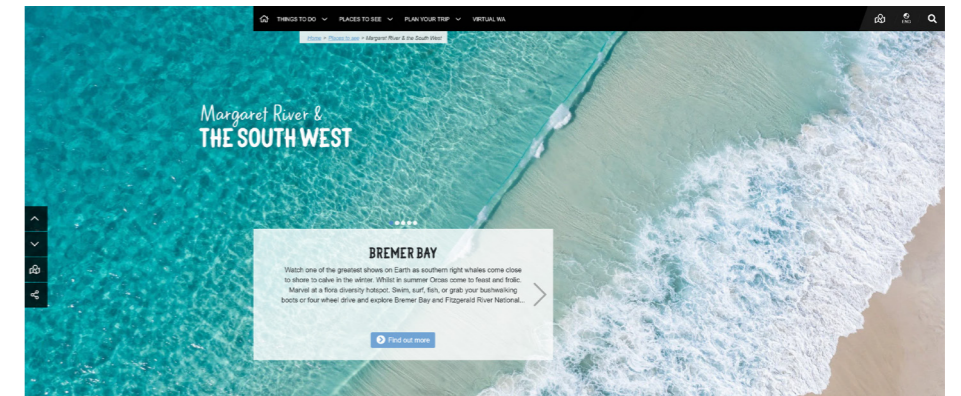
It beaks all of its information into 4 main catagories; Things to do, places to see, plan your trip and virtual WA (basically a virtual tour of WA). Within each of these catagories there are several headings and even more subheadings below that, and with each heading taking you to a new page one can very easily become lost in the site.

The nature of the four main headings makes it so that much of the information in the sub headings could overlap, and while its nice to have all the information broken up they have so many pages and off shoots that its terribly easy to get lost. Much of this information could be simplified and the number of pages reduced.

Because of all the pages it makes the user feel like they are missing something, that if they don't open every single tab they may miss something important, which is rarely the case and some of the information is repeated anyway.

The layout of the page does help to offset some of the issues, with the strong visual aesthetic and heavy use of the photography one is more immersed into the wonders of Perth. The very boxy layout of the site does contradict this some what with the heavy grids. The boxes feel somewhat forces in the home pages and especially with the menu, the random blue/gray colours and the thick black menu stand out horribly.

The pages that actually display content are okay with the more traditional header image and straight text, littered with images and occasional links its not particularly creative but it shows the information in a legible way that the user can easily follow.



# Case Study Three - Holiday Here This Year

Holiday Here this year is a campaign being run by the Australian government to encourage Australians to take a holiday in their own country during covid. The campaign is hosted on the Australian tourism website and accessible through a link on the main page. Getting to the holiday here this year campaign can be a bit of a challenge if its not loaded on the home page as it once again falls into the trap of being hidden behind several sub categories and tabs.

The site follows a rather generic layout with the hero image on top with a heading. Scrolling down the site uses scrolling cards over tabs to categorise its information. As the intention is to highlight the best parts of Australia it is not burdened with an overwhelming amount of information and as such displays it much better. With a card for the highlight from each city and a title in a bold clear font its very effective in categorising information and getting the users attention.

When you click on the cards it takes you to an article page with information about the topic you clicked on. The layout is simple and generic with a header image, heading and body of text displayed in an essay style. One of the funner interactions is their use of scroll animations. When you scroll over some of the information little fun facts pop up either on the left or right accompanied by an icon and pointed to by an arrow. This is a fun addition that breaks up the large bodies of text and gives the user a nice little surprise when using the site.

Another fun part of this site is the menu, its somewhat unusual being larger and containing images of the eight more sought after locations across Australia. When you scroll over the area shown in the images its location highlights on the map. This is another fun addition to the site, working to both entertain and inform the user. The inclusion of sub locations is a nice touch as well.

**"WE ARE A CREATIVE CITY THAT SUPPORTS ITS ARTISTS AND PROVIDES INFRASTRUCTURE FOR EMERGING DESIGNERS."**

"Morrison, Flannel and One Fell Swoop" are local fashion success stories that continue to forge ahead, true to vision. I adore [Bikesla](#) by Trish Byggott for her extremely beautiful hand stitching and liners. [Poppy Lissman](#) is definitely one to watch, with her sunglasses and handbag range taking both the US and Australia by storm - Beyoncé just wore Poppy sunglasses in a recent video," Elizabeth says.

You can find Morrison stores at the [Claremont Quarter](#) in Claremont, a 20-minute drive south-west of the city centre, and in the charming nearby port of [Fremantle](#), a 30-minute drive south-west of Perth. You'll also find the Buekisha store in Fremantle (it's open Thursday to Saturday). Ffannell has stores in [Subiaco](#), an inner-city suburb just a 12-minute drive west of central Perth, and in the beachside suburb of [Cottesloe](#), a half-hour drive south-west of the city centre.

Uncover more Perth insider tips

**BROWSE BEACHSIDE BOUTIQUES IN COTTESLOE**

Clothing racks at Rick Rover General Store in Northridge © Suanlee

**Top tip**  
"The Northridge neighbourhood of the central city area is a great go-to for slightly left-of-centre fashion and fabulous vintage," Elizabeth says.

**LULU LA DELIZA**

© Lulu La Delizia, Perth, Western Australia © Jessica Wyld

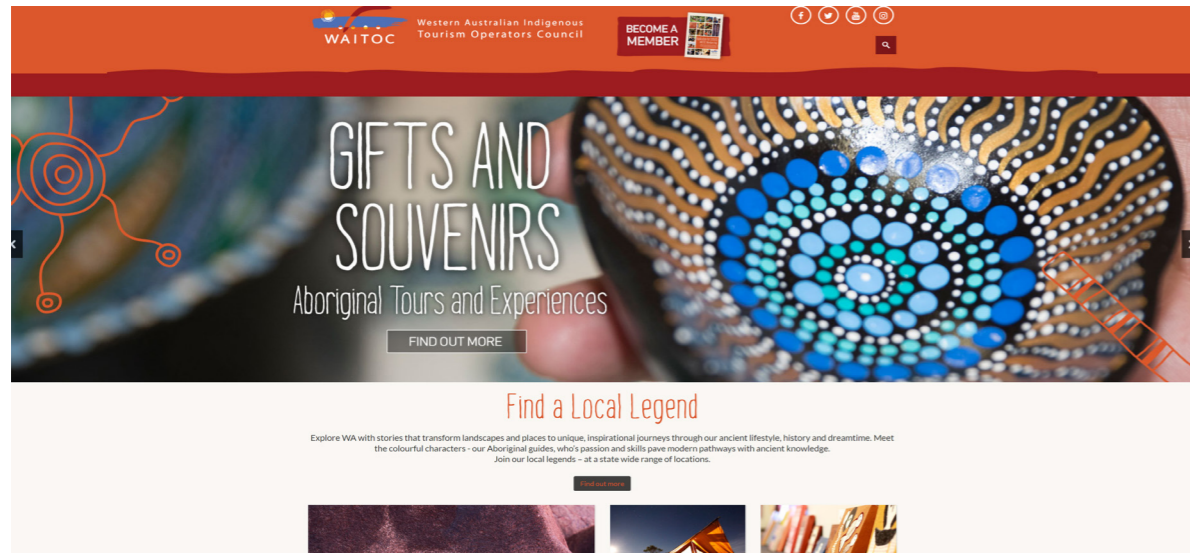
Where: 5/97 Rokeby Rd, Subiaco

From the North-East Italian town of Casarsa della Delizia to the streets of our beloved Western Australian capital; [Lulu La Delizia](#) prides itself in serving up the best homemade pasta in town. A craft culminating years of Italian traditions, techniques and flavours, the result is as silky and vibrant as it is delicious.



**Fun fact**  
Lulu La Delizia was named after NonnanLuigla Valvasori who emigrated to Australia from the Italian town Casarsa della Delizia in 1952.

# Case Study Four - WAITOC



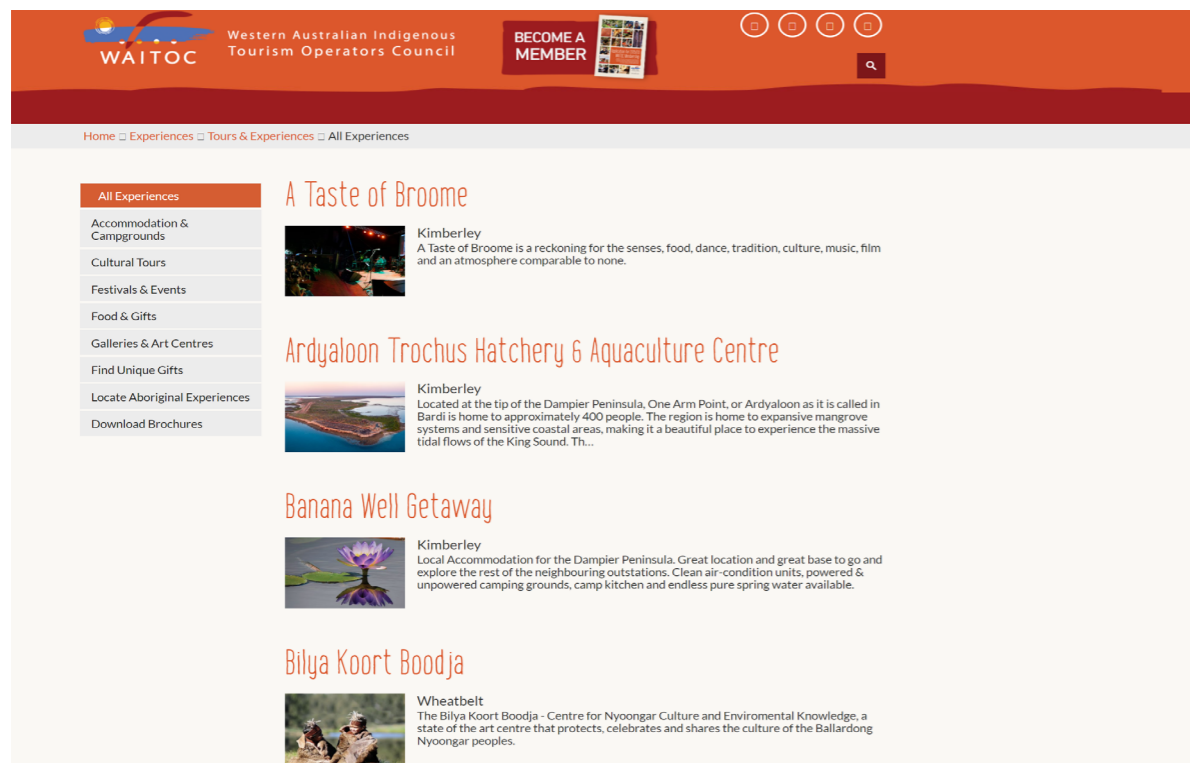
WAITOC is a site to educate people about Australia's native people - the Aboriginals. Its a bright and colourful site that is highly informative. Landing on the home page it follows a traditional layout. Big header image, title and information tucked away into boxes on a strict grid, with simple scroll animations for when you hover over the box.

Their site hosts an impressive body of knowledge however none of it feels cluttered or overwhelming. The menu has simple and straight forward headings each with their own sub headings.

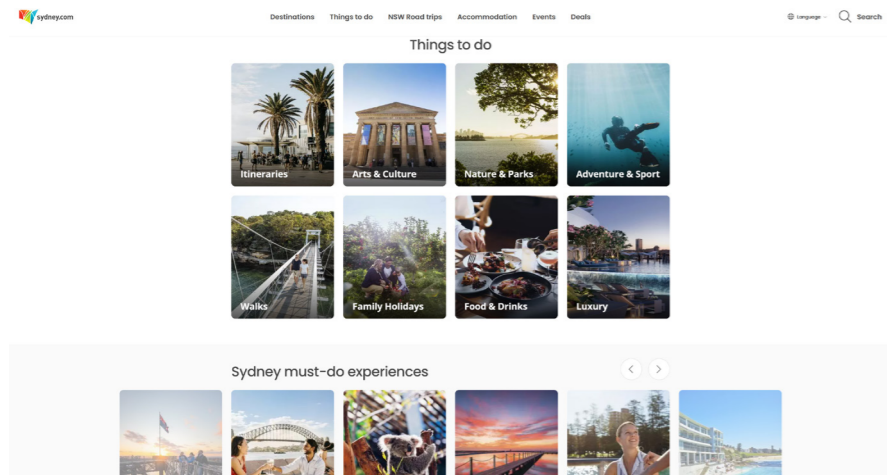
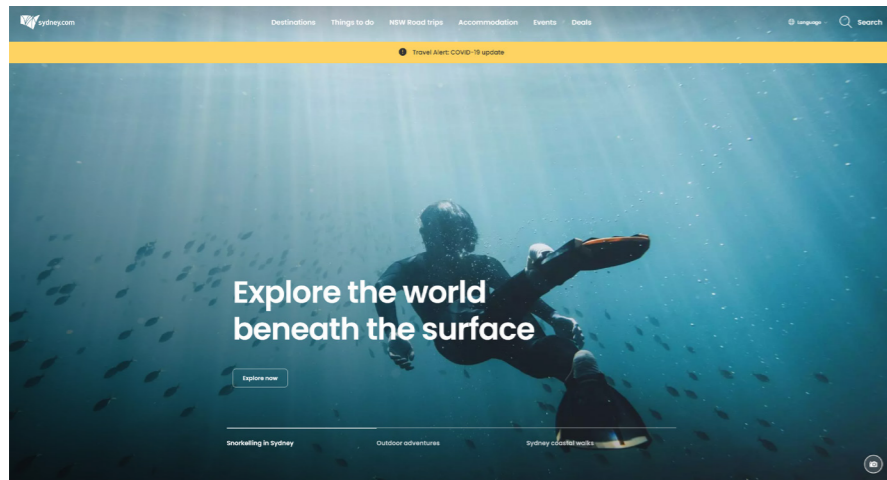
When opening a topic the page provides each sub heading in a grid layout with an image on the left, a heading and body of text next to it. And even more left is a menu with all the sub headings in that category.

This site is not the most technically creative however it is simple and cohesive which as shown in other studies can be hard to do with so much information. The beauty of this site truly lies in its simplicity. Following common web trends, with more minimalist layouts, one bright contrasting colour, clear grid layout, and neat display information.

The site is easy to navigate with clear headings and a natural flow of information. You don't have to troll through several tabs to find what your looking for and you can easily find you way back to the starting point with the extra side menu that appears with each headings.



# Case Study Five - Sydney.com



Sydney.com is Sydney's national tourism site. This site relies heavily on grids and scrolling cards with the home page being broken into sections based on the cards. The heading images rotate through a gallery of impressive shots to captivate and draw the audience in.

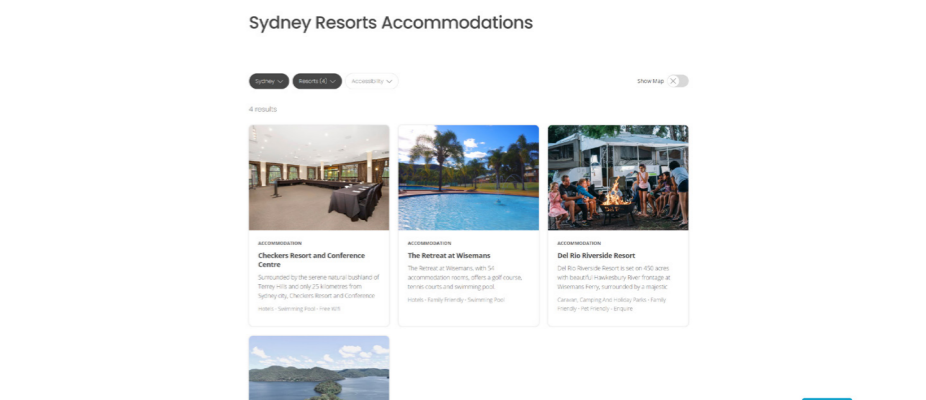
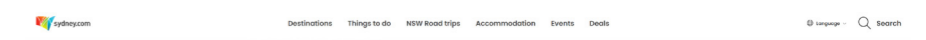
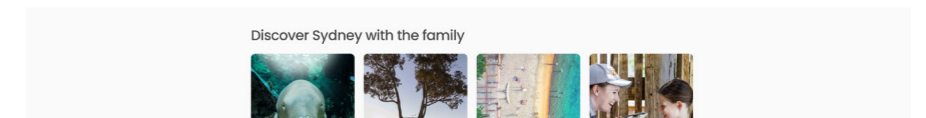
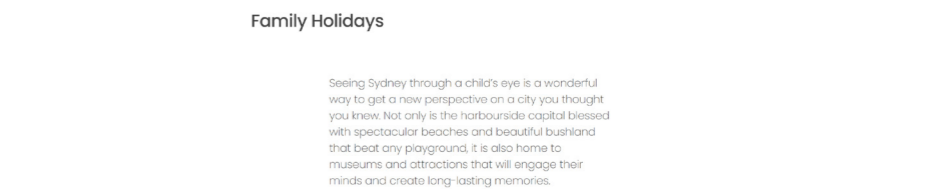
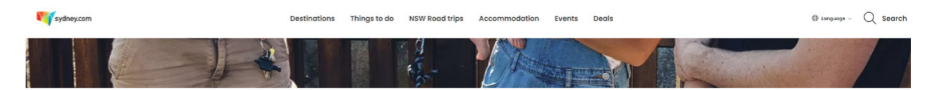
The scrolling cards in this site are almost overused appearing in nearly every single page. While it does break up the information well and keeps the site tidy its creates a very plain and repetitive layout. The cards do work to an extent and having them display images does give the site some much needed colour however it isn't enough to make the site feel full.

The menu when opened takes the whole page which is also barren and somewhat unnecessary. It has a lot of gray space and brings nothing to the site. While it does allow a better viewing of the sub categories of each menu it doesn't add enough to the site to make it a successful addition to the site.

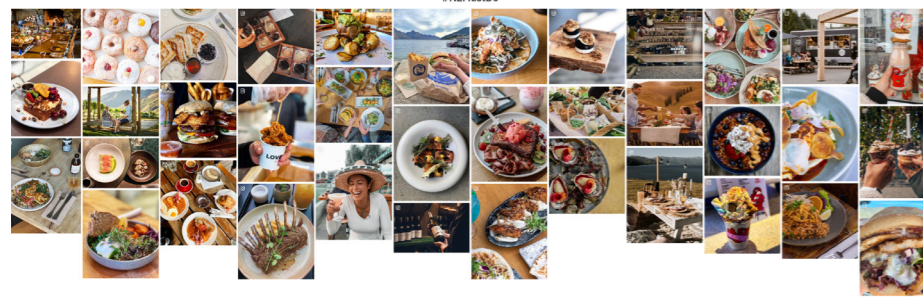
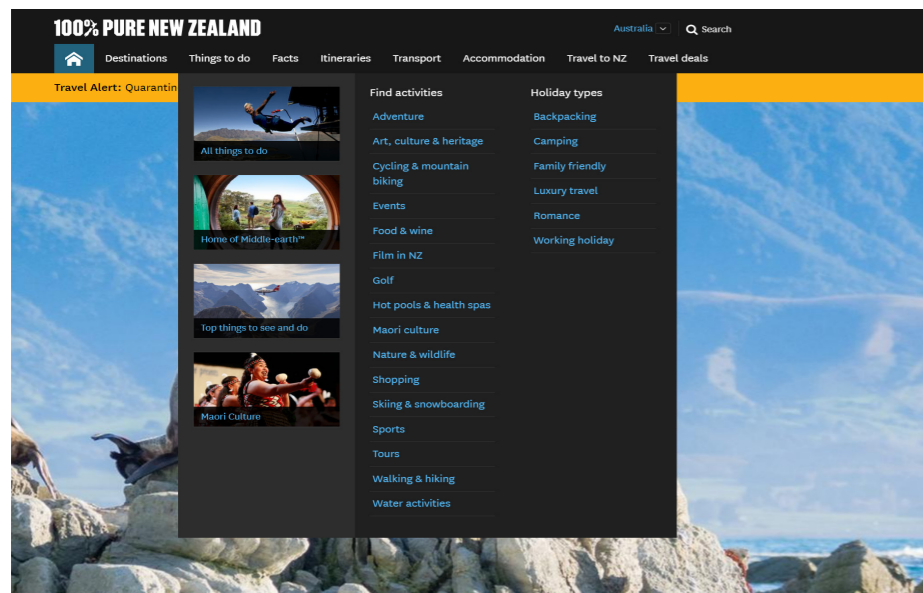
One fun feature that the site does possess is the Instagram gallery. A fun collection of snap shots taken around Sydney posted and collected to the site. While its unclear how the images are collated or chosen and theres no obvious hashtag to call people to action or promote them to show off Sydney its still a fun addition.

The information pages are laid out quite plainly, the headings are clear, with relevant accompanying informations and supporting images. The information pages also contain more scrolling cards with either relevant topics or expanding on the same topic.

The site is nice, clear and easy to follow however it is basic and aside the header images lacks anything that would draw in or engage a user. The overuse of scrolling cards can become a bit much and makes the site harder to navigate as your not always sure where you've come from.



# Case Study Six - New Zealand



New Zealand.com is New Zealand's official tourism site showing off their beautiful landscape and of course you cant go three tabs without hearing how Lord of The Rings was filmed there. They rely heavily on a photographic and grid layout. This does tidy up the layout and adds colour making the site feel finished.

There site does contain an incredible amount of information all neatly packed away and ready to be explored. While one could potentially get lost in this site, and most images/tabs will take you to more pages of images and tabs however you will eventually come to the final page, which will display text based information in the typical fashion.

They also have a fun gallery feature at the bottom of the home page showing off parts of New Zealand with the tag #NZ Must Do. This is a fun call to action on the page and shows off New Zealand in a fun way encouraging people to visit.

Every page also has a fun option on the bottom to book your holiday based on what you are viewing, weather its by place, activity or both. This feature while not strictly speaking visually pleasing does an efficient job of encouraging you to book a holiday. You can refine by several features including price, and place/region. It does lock features when searching for accommodation this way so that you can only see based on the page you are in, however there is a secondary version of the same table that allows you to search through everything.

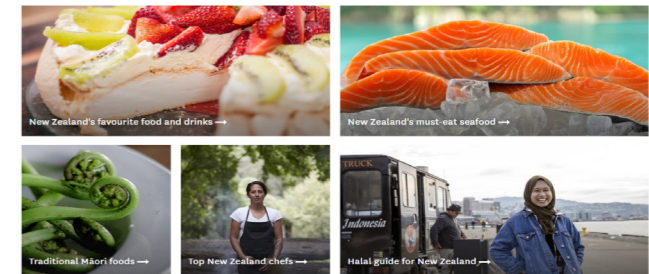
The site is nothing innovate or unique however it takes simple and known design trends and puts them to use efficiently to convey a large body of information in a way that isn't overwhelming.



Eat and drink your way around New Zealand to discover unique flavours and food fresh from the source.

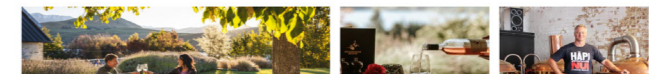
Get to know Kiwi food

Find out more about New Zealand seafood, traditional Maori ingredients, and where to find local food.

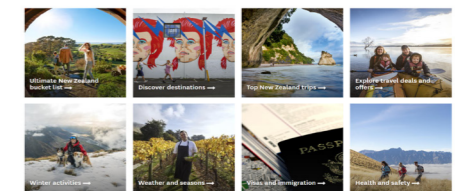


Eat and drink your way around New Zealand

Let these guides take you to the best food, wine and beer in New Zealand.



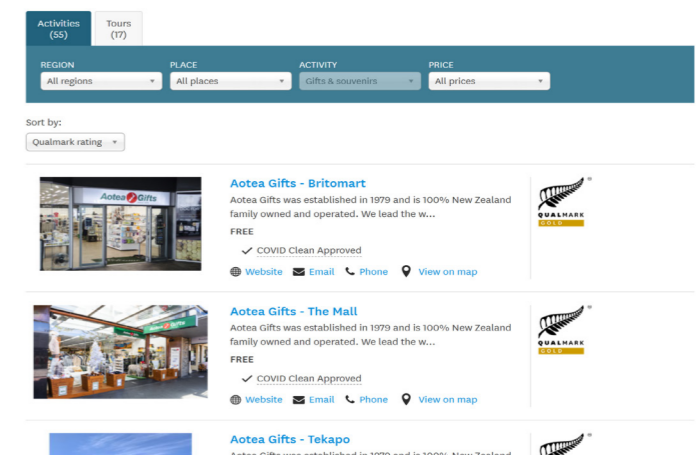
See all things to do | North Island destinations | South Island destinations



Discover top experiences



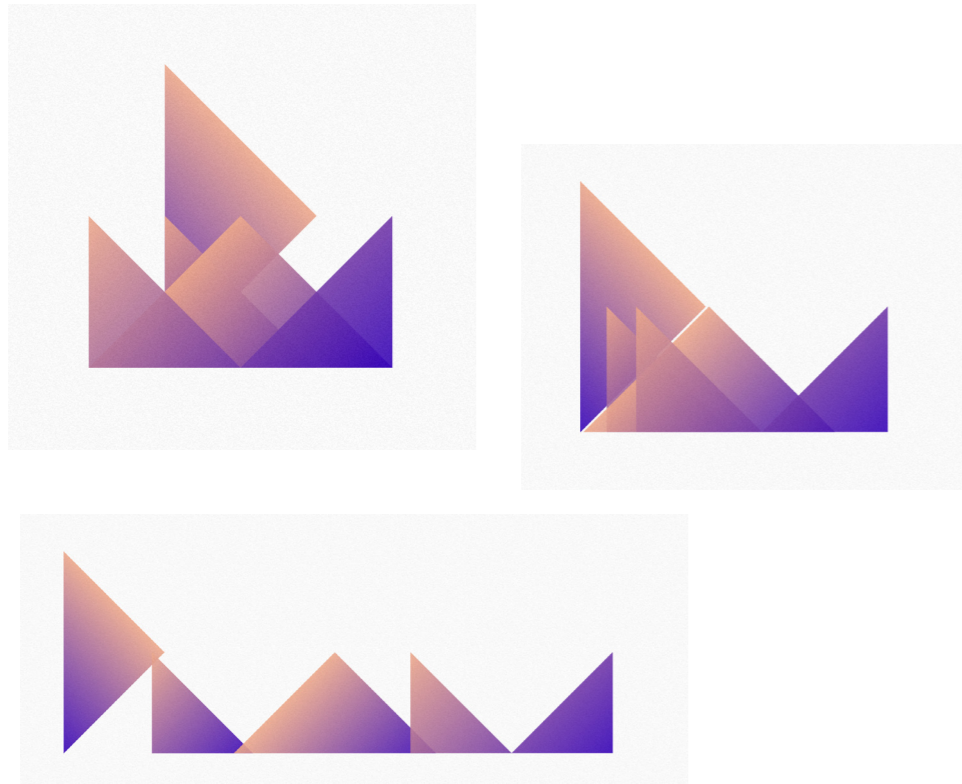
Plan your holiday



<https://www.newzealand.com/au/>

# Design Trends

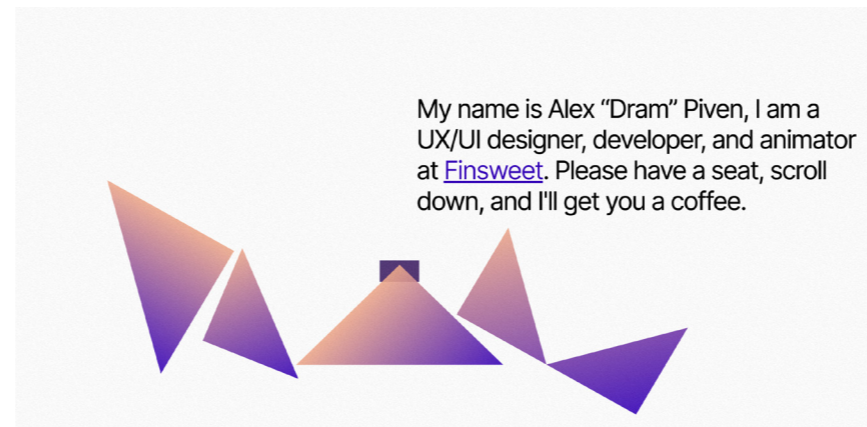
# Design Trend One - Parallax Scroll Animations



Parallax scroll animations are an increasingly popular trend in web design, they are animations that are activated by scrolling through the page, generally affecting the background. Parallax scrolling animations are a simple but sophisticated effect that can easily elevate a design. They are being used more and more in web by designers to show off their capability and create smoother transitions between content.

In the example above the effect is used to create the logo starting with the triangle formation, as the user scrolls down the triangles begin to break apart and open, which is clear to show the user they are opening up the portfolio. If you continue to scroll downwards text started to pop up and the triangles rearrange themselves again to accommodate and frame the text.

This can all be undone by scrolling upwards and the text disappears and the triangles rearrange again to assume their original positions. Unlike regular animations, once a parallax scroll animation has been set in motion it can be stopped or reset at any time as they follow and are



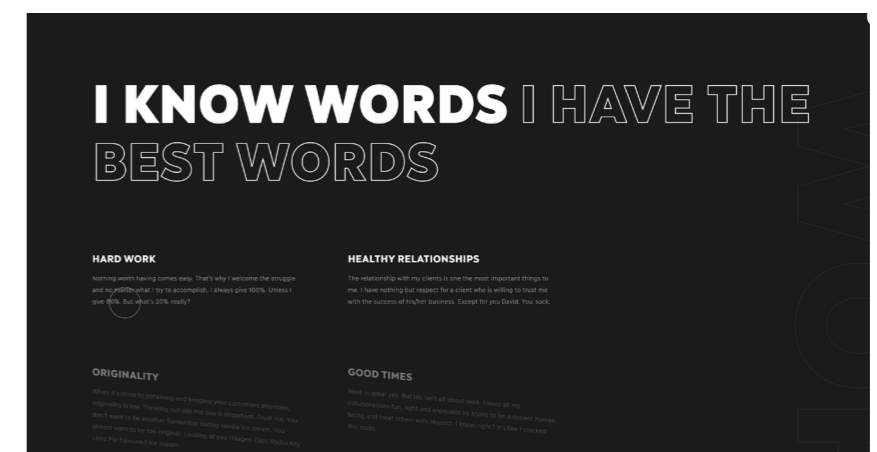
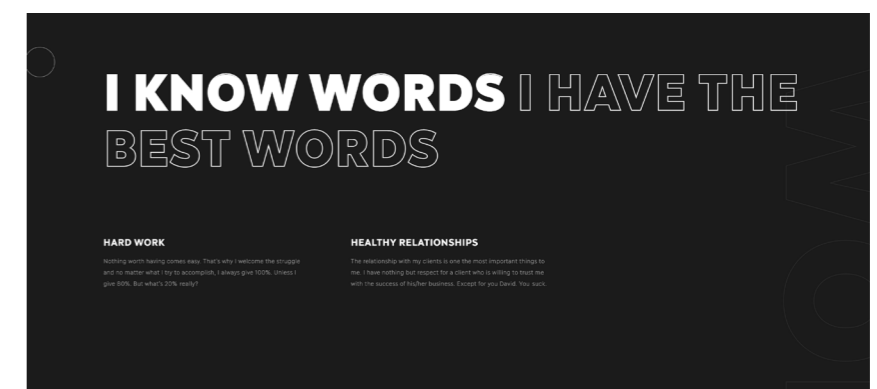
commanded by the users scrolling. They have a soft and almost bouncy quality coming to soft stops and having a easy going flow approach.

In the example to the right parallax scroll animations are used across the whole site. Most notably through the headings and images, they flow onto a page as apposed to appearing and create a better sense of movement in the design, they also allow the headings to move with the page giving more character to the design.

Parallax scroll animations create better transitions in websites, and don't always have to appear as a stand alone one off feature. When successfully applied across the whole site they make the user journey better.

Using these in our designs will be highly affective, as our site is about taking the user on a journey through the south west region. In our site this affect will be best leveraged for our transitions and shown in the example to the right. The nature of our concept will be more photography based and as such have little need for more flashy animated elements.

Seeing it used in this way is way will ease the users journey through the site and make the overall design feel more professional and thought out.



# Design Trend Two - Scrollytelling



Scrollytelling, or visual story telling is the act of combining several elements (text video, images, animations e.c.t) to tell a story. In Digital/web development terms it means to use your website to tell a story.

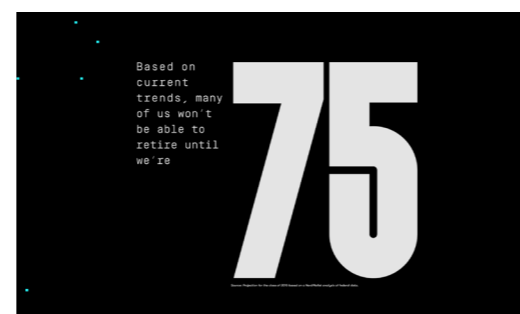
Scrollytelling is becoming more and more common in web design especially in commercial, branding, advertising, marketing and reports. It's a new way of conveying information on the web and one that can be highly affective especially when breaking up large amounts of data or information.

While the traditional H1, H2, body text and image is still being upheld what would have once been a very long very boring body of text is now being broken up using other elements and often with animated transitions between slides. Taking for example "Poor Millennial's" a site dedicate to speaking of the hardships Millennial's are suffering through. This could have very easily been one long winded boring article about how hard it is to be a millennial, however through scrollytelling the user is taken on a journey, even presented with a character guide.

While they still have large bodies of text they are smaller and more digestible. It also allows the author to get right to the point with much of their information. As seen in the images to the right, instead of having to incorporate elements into an understandable essay they can pull apart

and display key information more visually getting straight to the point.

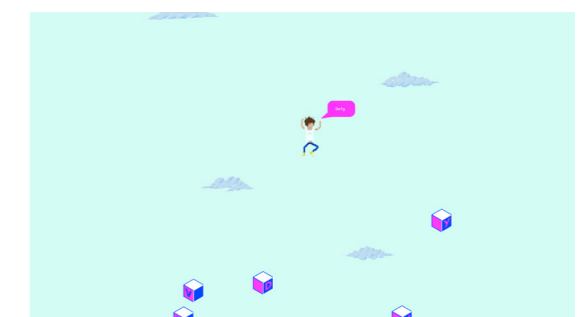
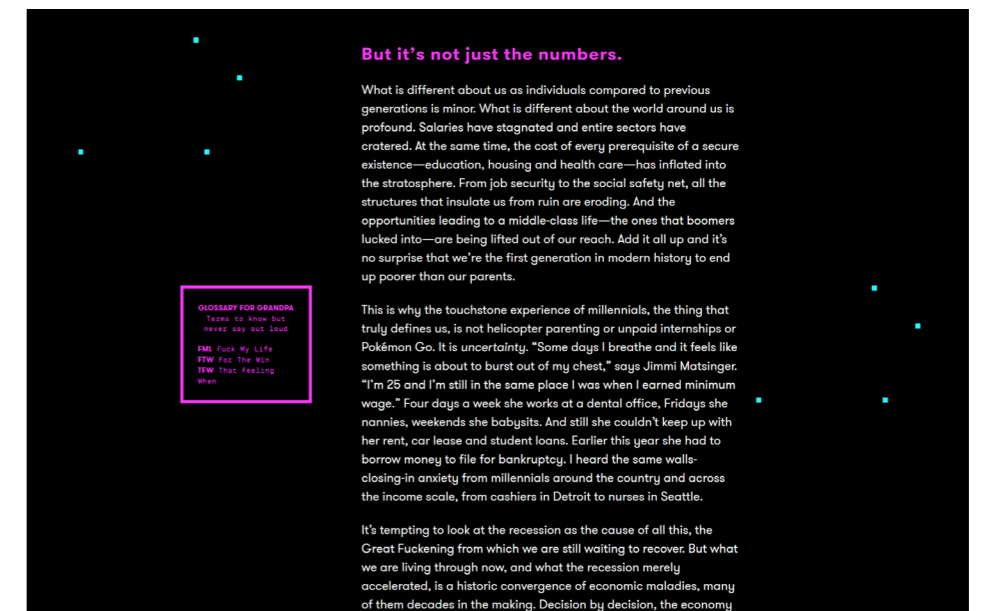
The use of images also changed and becomes more purposeful, what were once used to just used to break up text or add a little visual interest can now be used as part of the story. Taking for example the house and character in the bottom right. The article gave us a character, a physical embodiment of a millennial to take on the journey with us. The images in this story help to emphasis the point the author is making or to explain something in a more visual way.



When done correctly Scrollytelling is a very powerful and effect form of communication, especially on the web. Its unique ability to draw you into the narrative and make you truly invested in the topic is something that we want to create in our site.

There is a lot of information to cover and places to show off down south and we want to capitalise on scrolly telling to be able to successfully tell people about all the region has to offer as apposed to the standard image and text.

We want to be able to take users on a tour of Perth's South West, one that goes beyond just explaining information and showing off pictures.



# Design Trend Three - Scrolling cards

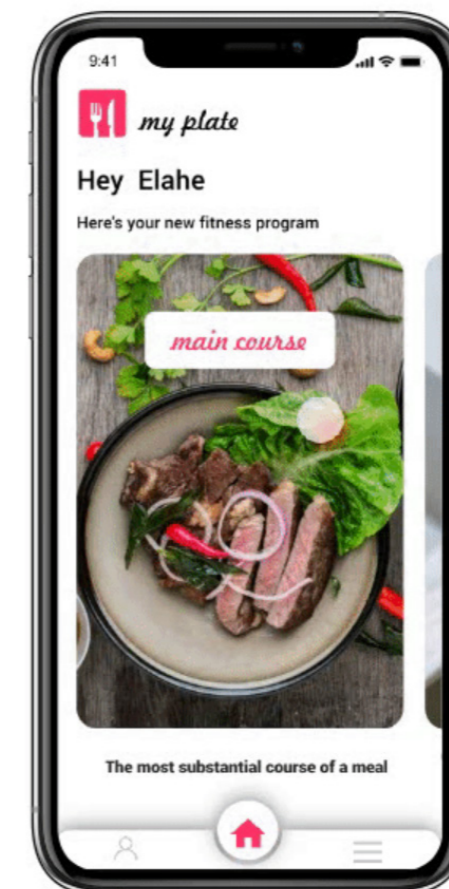
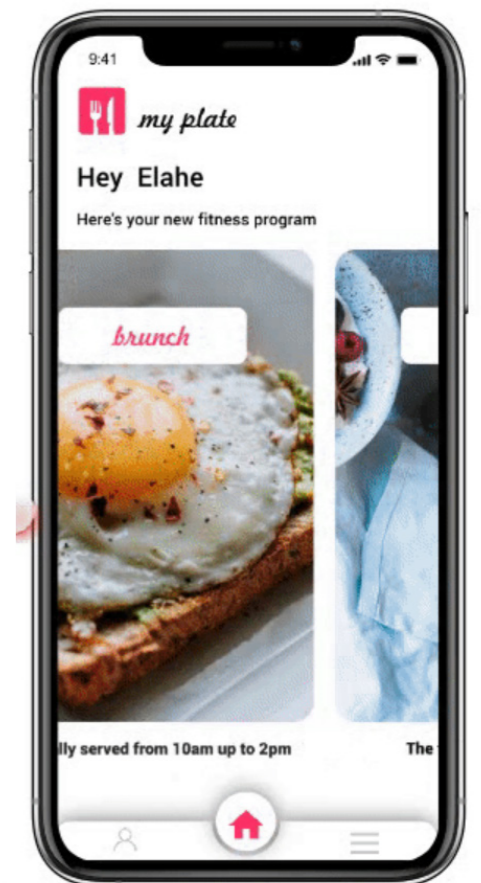
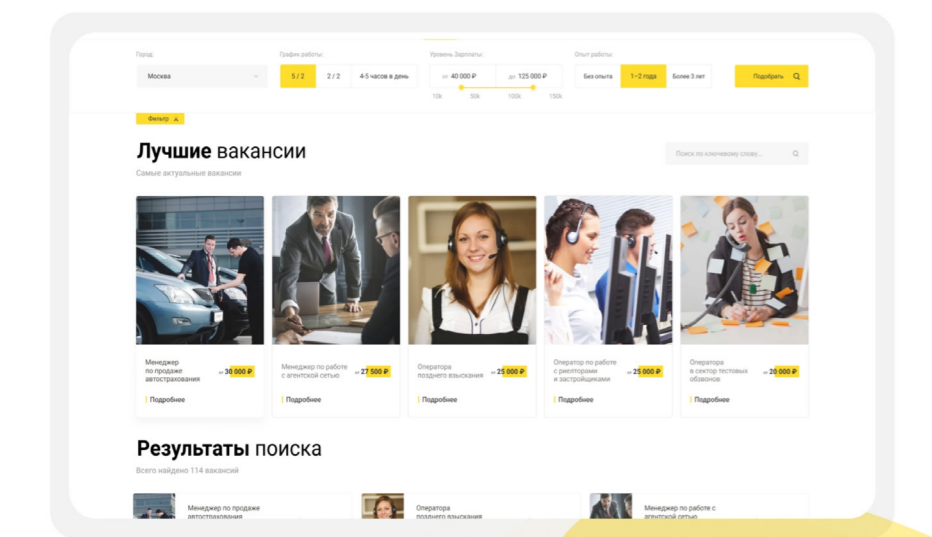
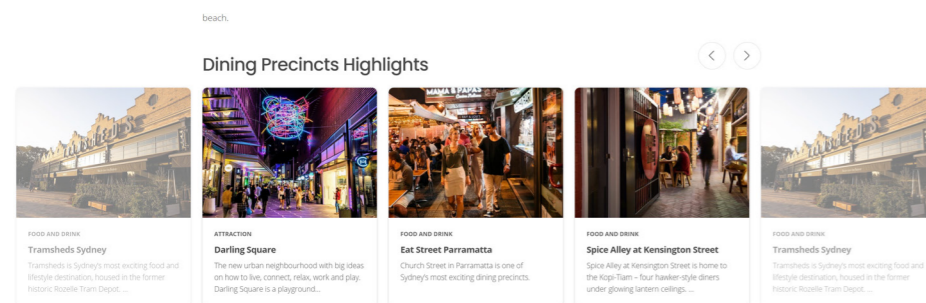
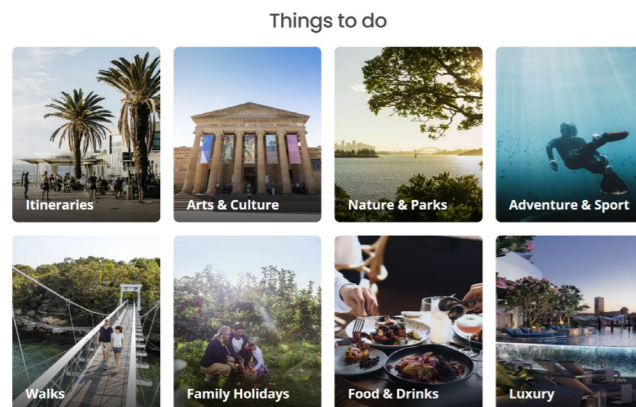
Scrolling cards are almost an essential at this point, becoming more of a standard than a trend in design. They are an easy, efficient and flexible way to indicate that there is more information in a topic. Usable for both web and mobile their ability to easily transition between screen sizes makes them a must have.

Scrolling cards come in a variety of forms, usually a vertical square/rectangle with image, heading and small accompanying text all contained within the card. They can of course be different sizes, have different amounts of text or even be purely image driven. Its design is typically chosen to best match the site layout.

As a concept they aren't as exciting or as fancy as other web trends however they are an organisational tool which makes them invaluable. They can clean up a layout and tuck everything away into nice little boxes ready to be expanded upon and opened. They also make sites more aesthetically pleasing acting as topic headings (basically they are cooler looking topic lists).

While they do have tendency to be overused in designs, when used in an appropriate amount they are an efficient organisational tool easily making a design more professional and understandable. Their strength lies in their simple design.

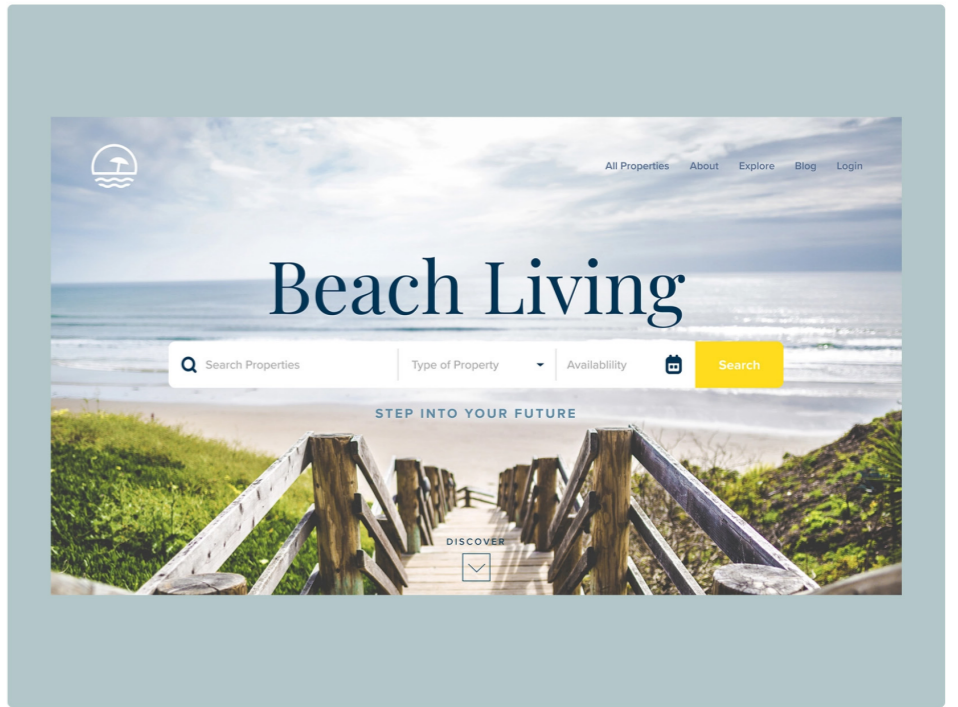
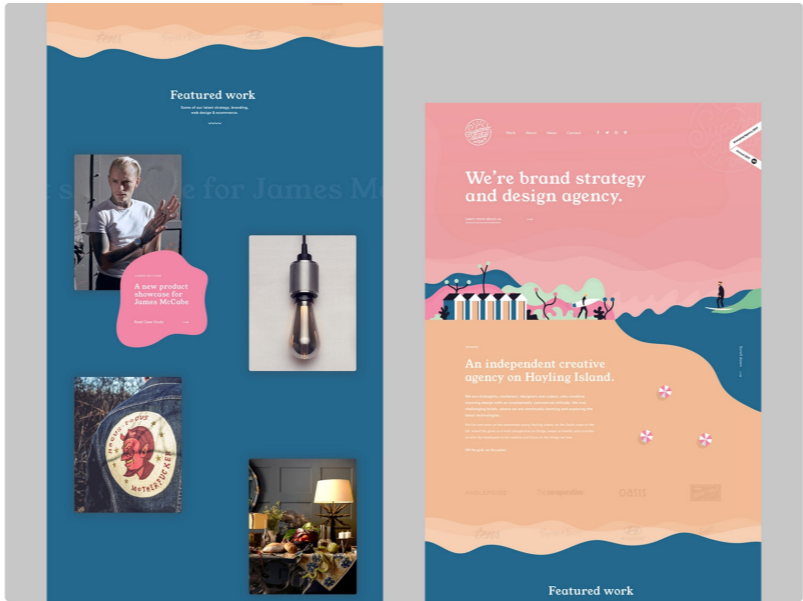
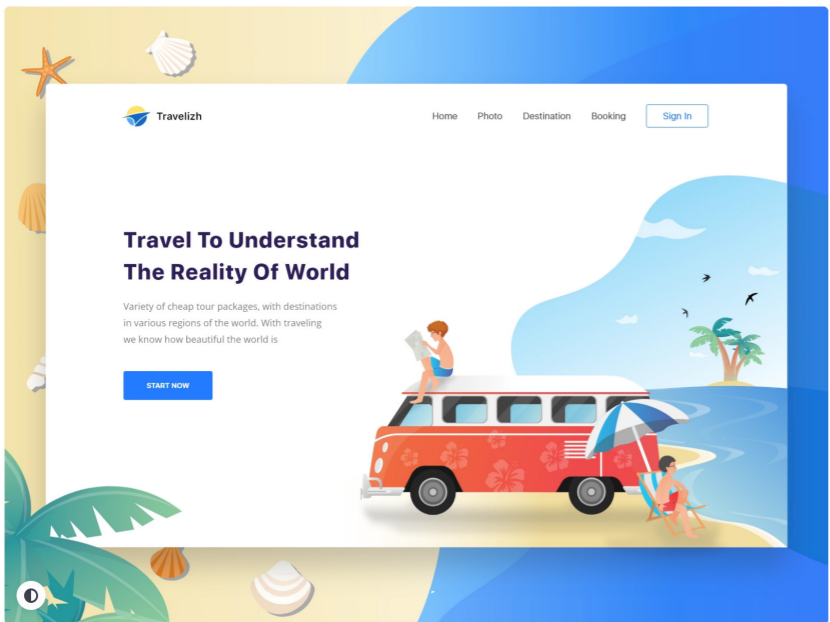
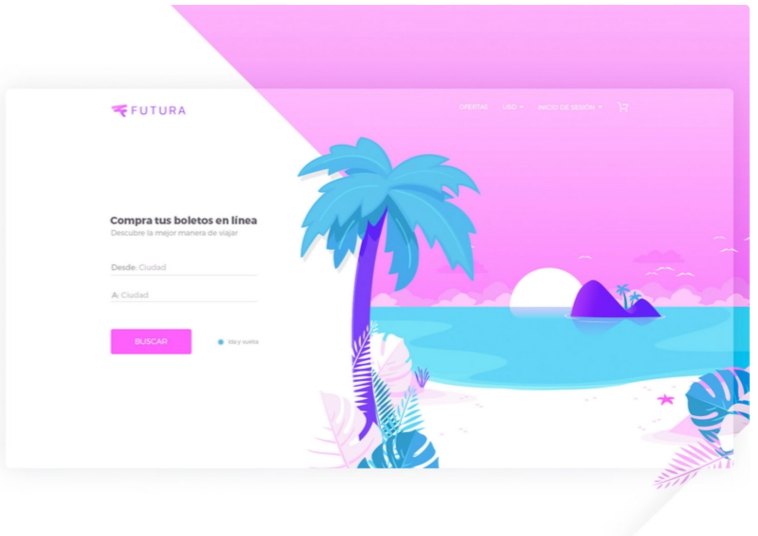
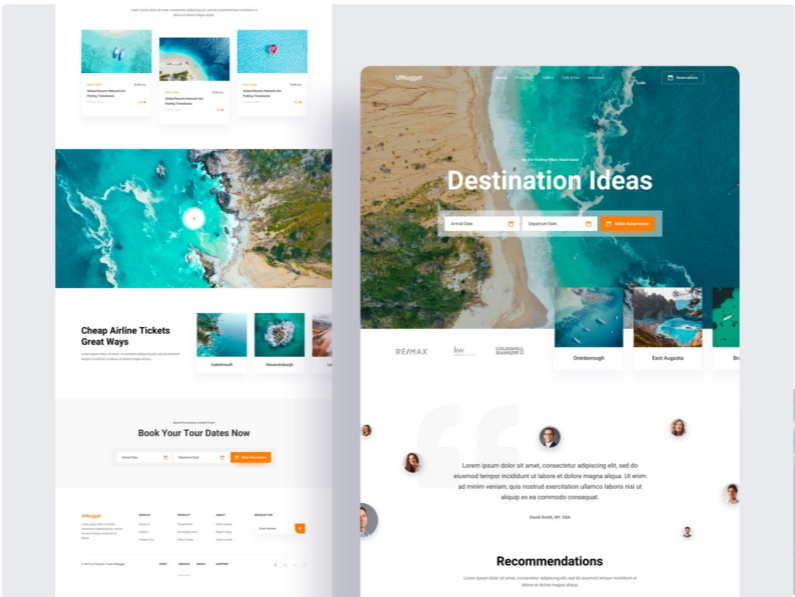
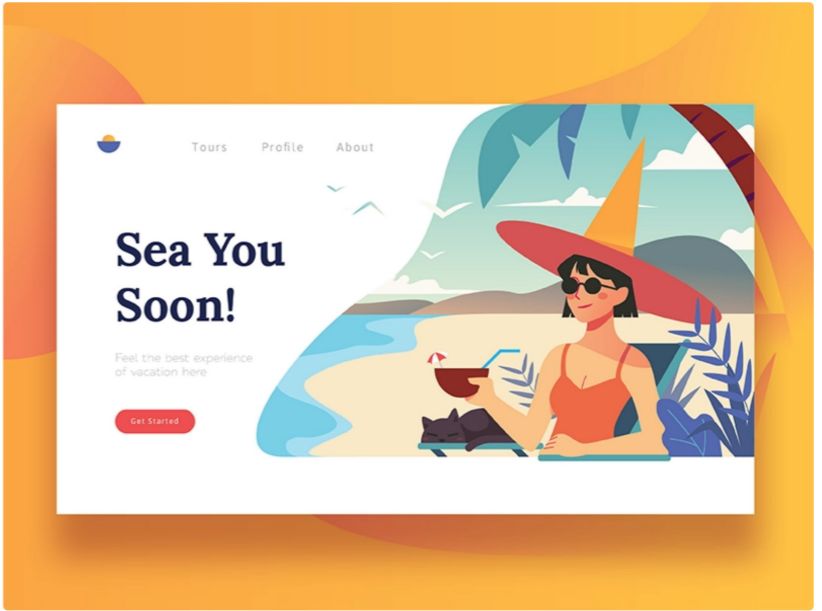
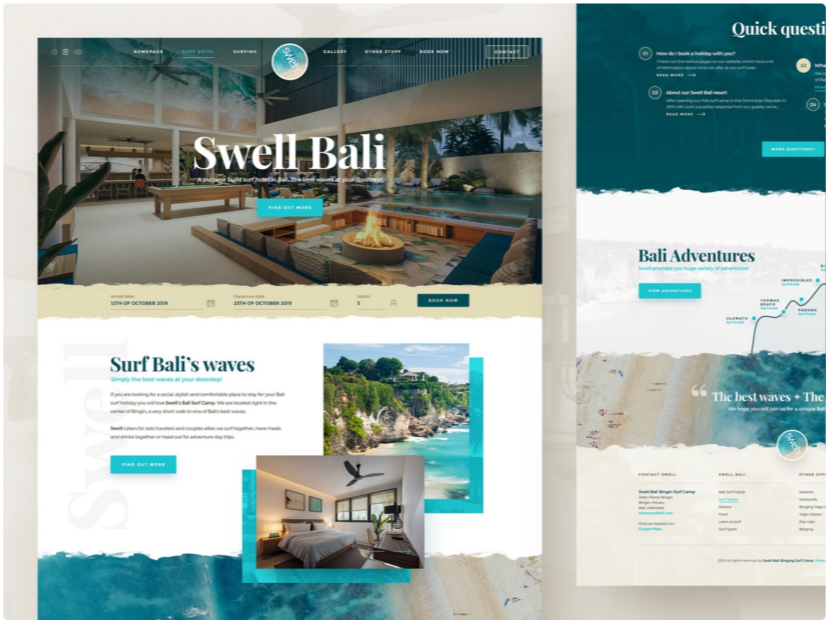
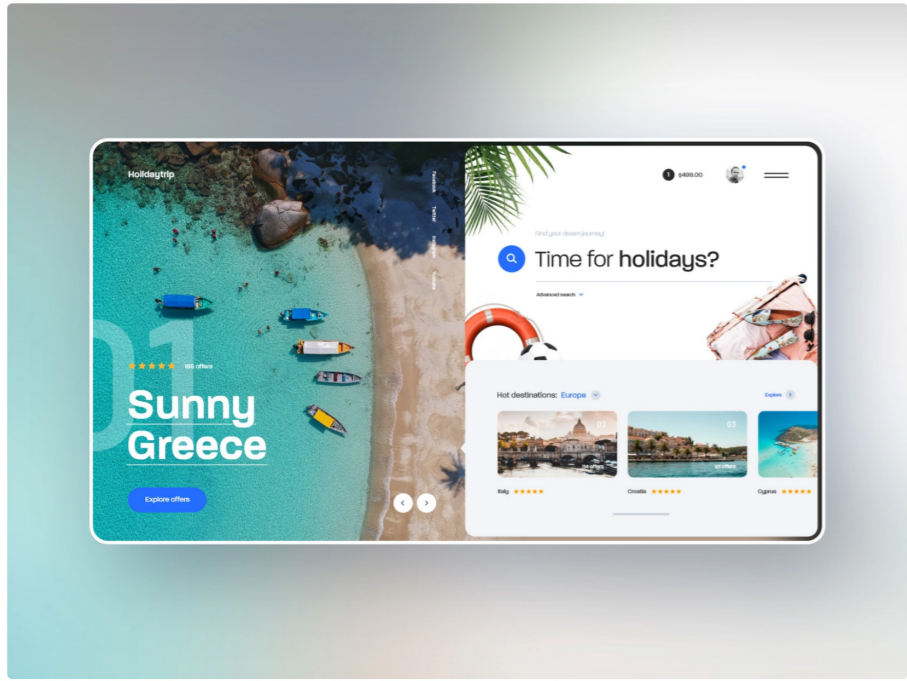
With so much content available about Perth's south west it would be foolish not to use Scrolling cards to organise our content. Aside from being great organisers they look very professional and due to their simple design can slide in to just about any layout. With so many different topics to cover when traveling down south they will be an essential part of our design.



# Designs Concepts

# Concept One - A Stroll on the Beach



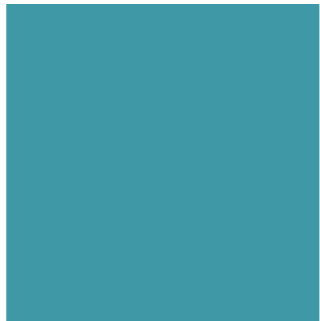


# Colour Palettes

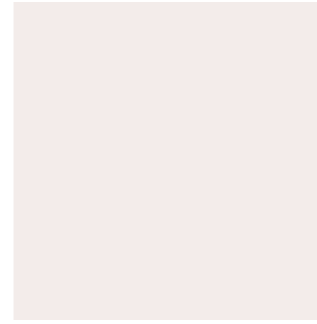
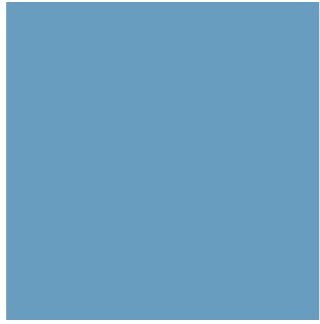
## Theme 1



## Theme 2



## Theme 3



When Picking the colour scheme for this theme it was important to keep in with the beach colour. This lead to the choosing of mainly blues and off creams/light browns. There needed to be a balance and harmony in the colours chosen as he blues needed to have enough variation to stand out on their own but not so much as to make the design feel over complicated. Along with this they needed a contrasting colour to compliment them. For these reasons Theme one was chose as it contained the greatest variations in the blues while still being balanced. Deeper/darker colours are more “in” in web designs.

# Typography

Beyond the Peel

Where you wanna be

BEYOND THE PEEL

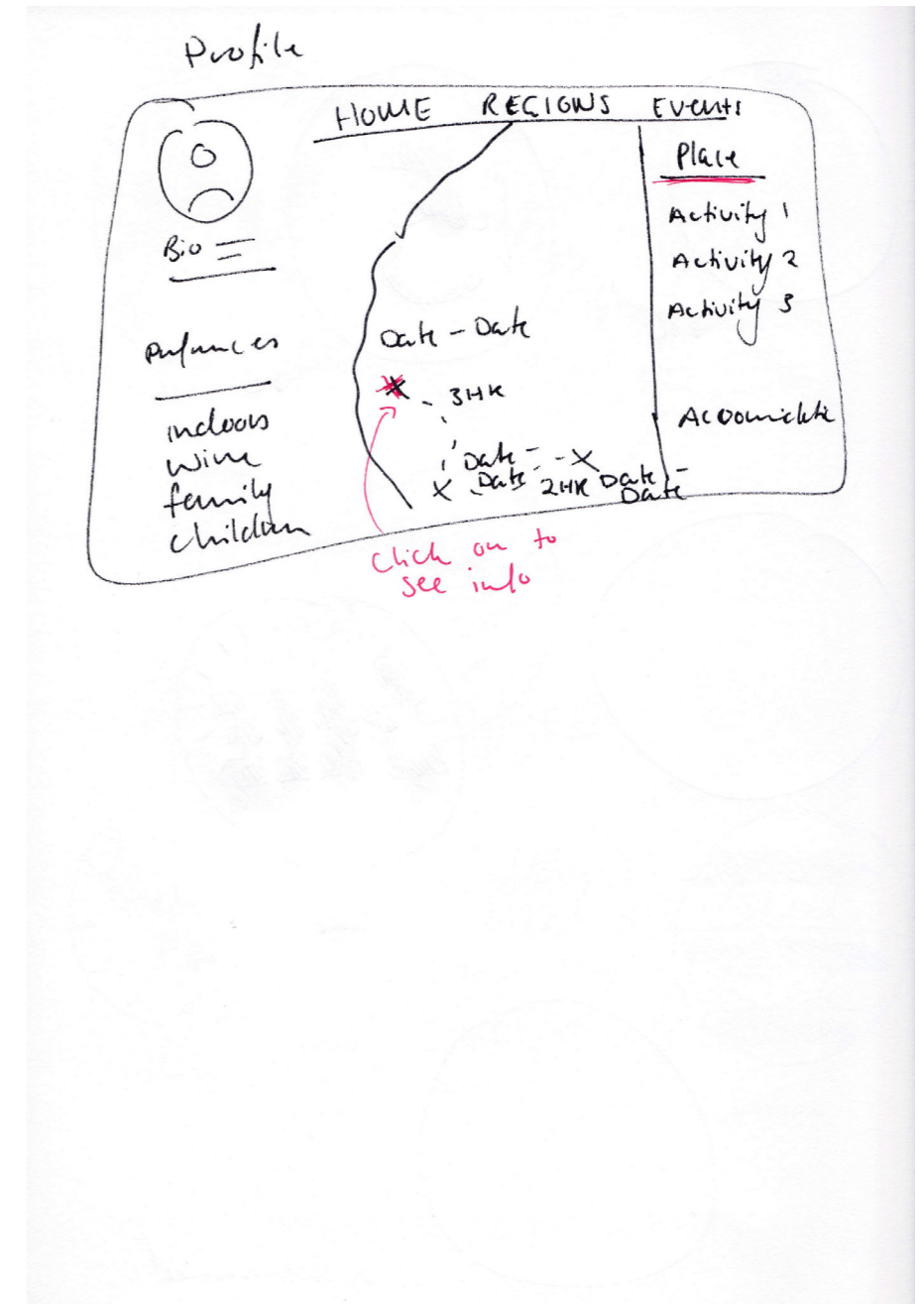
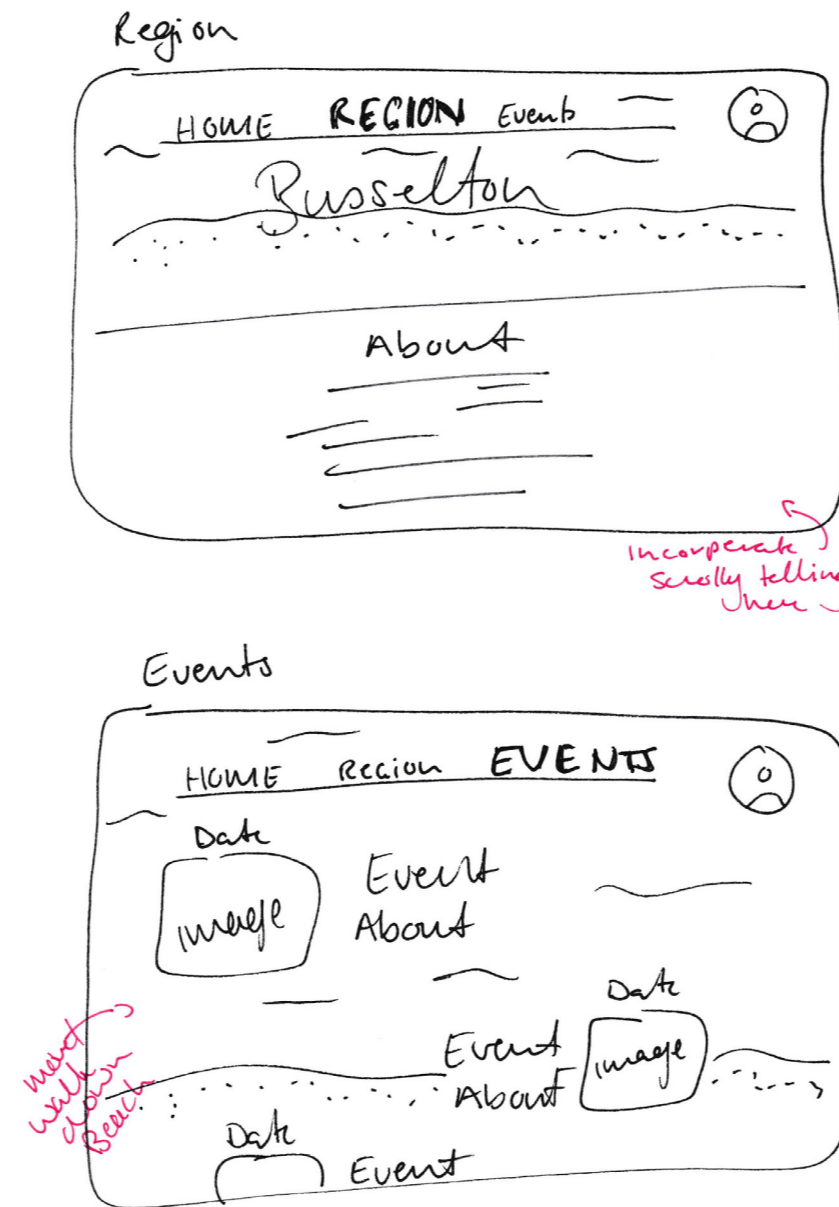
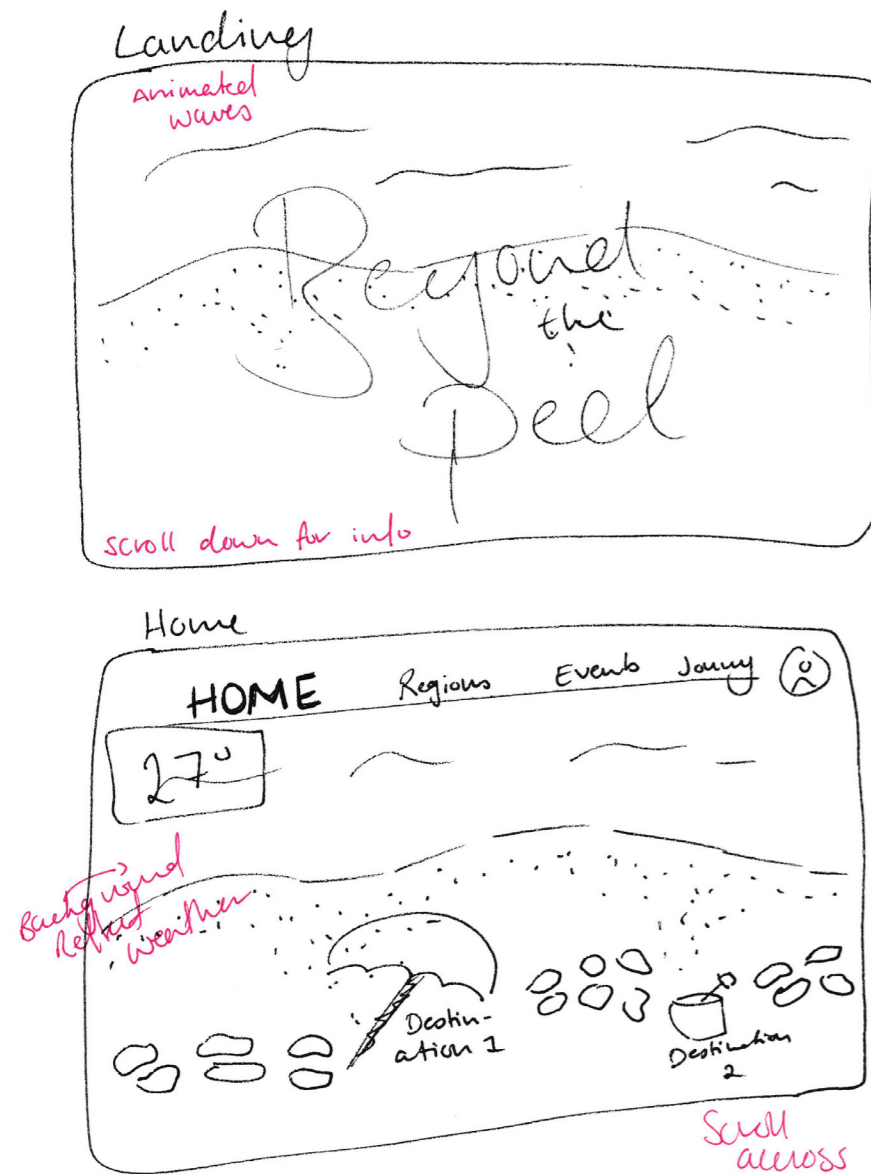
Where you wanna be

Beyond the Peel

Where you wanna be

For the typography we really wanted to have a more calligraphy approach which we felt reflected the beach theme and the region overall, we wanted it to be lite fun and a little more on the hand written side. While Legibility was always a key concern The heading font had a bit of leeway. We did try including a lighter thin serif choice however while it brought character its lack of weight knocked it out f the running. We ended up not going with any of these fronts instead using one from other type experiments later in the document as we felt the bottom font was to curly and aligned the more masculine audience and didn't reflect the area well while the top front was to blocky which ultimately ruled it out as well.

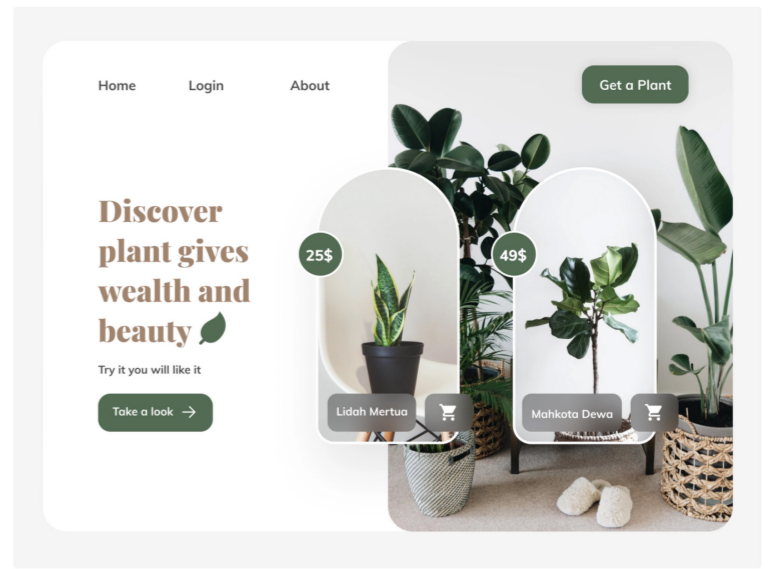
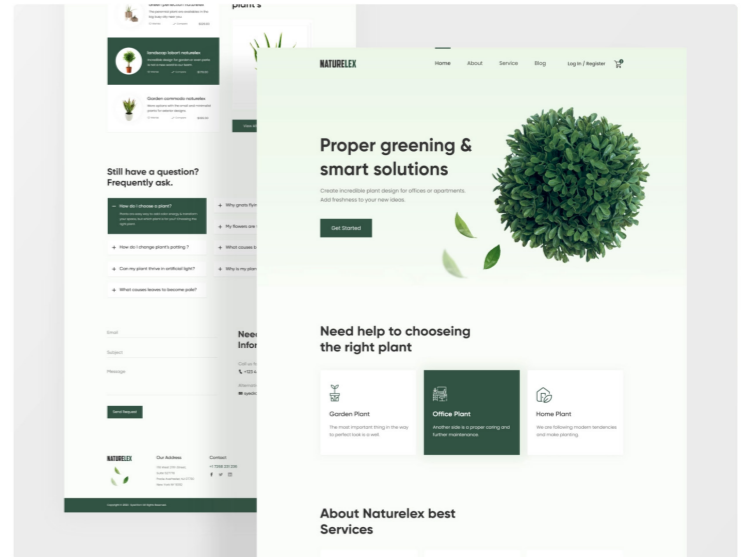
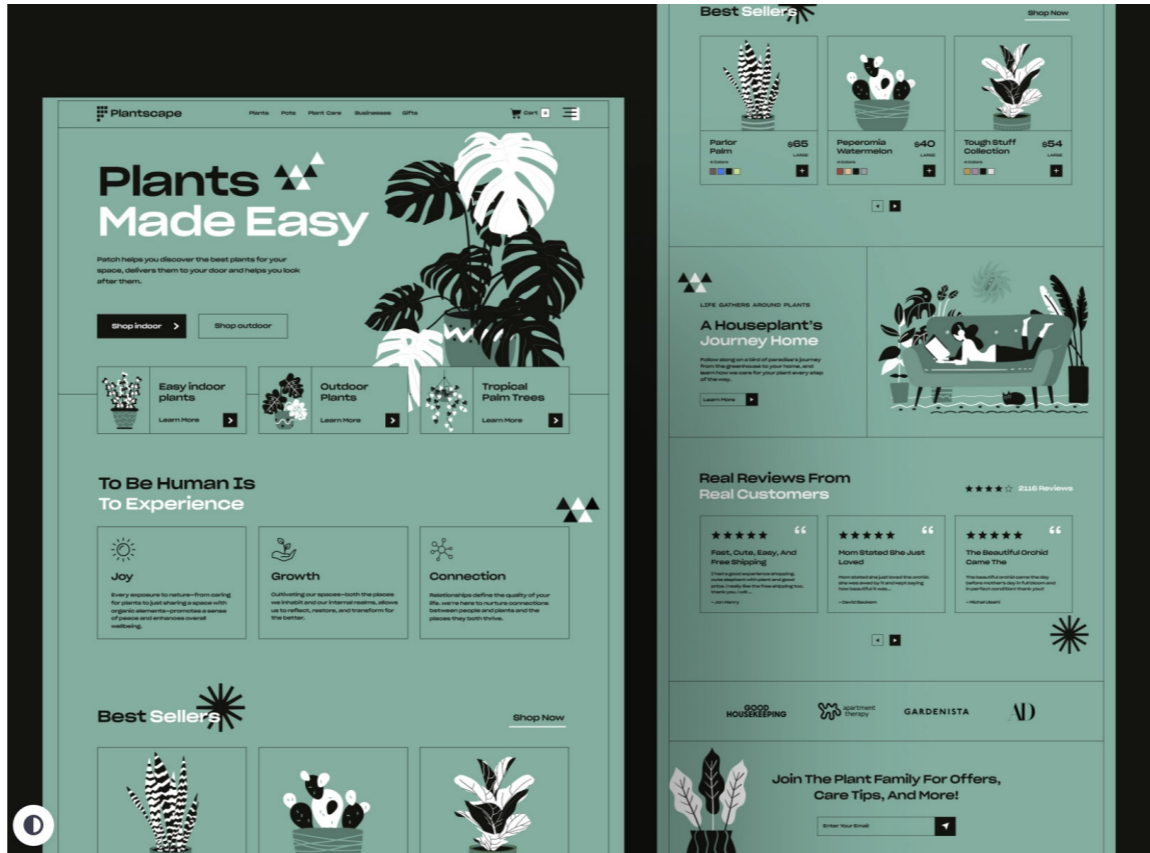
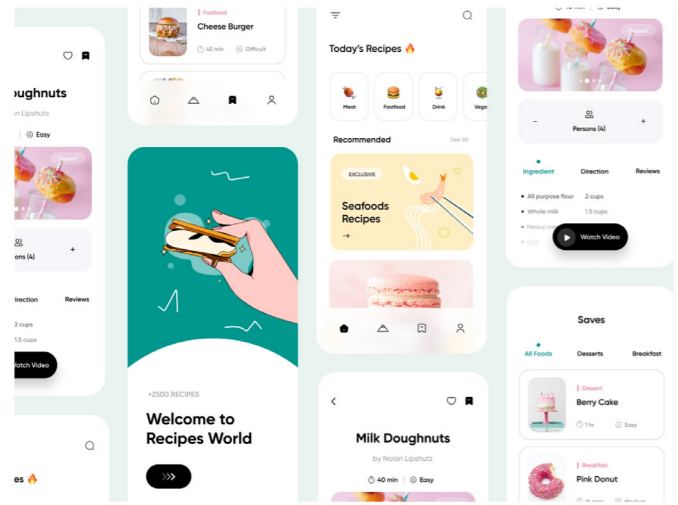
# Layout Sketches



This concept was all about the beach's areas surround the south, much of our research showed that showing off how photograph Perth is was important and while the concept was initially designed to be photographic it was changed to be more illustrative as the more photographic focused deigns came across as childish and poor. We also wanted to incorporate a map feature which we did in the profile with the intent of it waking you through your journey using the storytelling elements from storytelling.

# Concept Two - A Wine Tour to Remember





# Colour Palettes

Theme 1



Theme 2



Theme 3



Theme 4



For this theme we wanted to stick to the more earthy greens and browns to better represent the winery theme. There was talk of including purples and deep reds for the wine however it was decided against as it overcomplicated the colour scheme and ultimately didn't reflect the region as a whole. After a few experiments it was decided to lighten and chose more vibrant tones as the more earthy tones looked poor when mocked up and are not very reflective of more industry standard colours/shades. Theme four was chosen because it elevated the designs in turns of colour and still reflected the area were trying to represent.

# Typography

Beyond The Peel

Where you wanna be

Beyond The Peel

Where you wanna be

Beyond the Peel

Where you wanna be

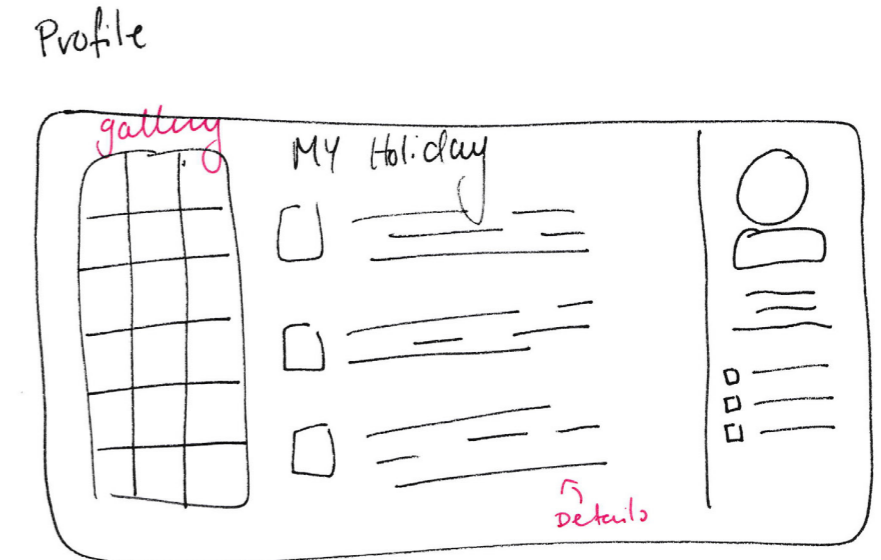
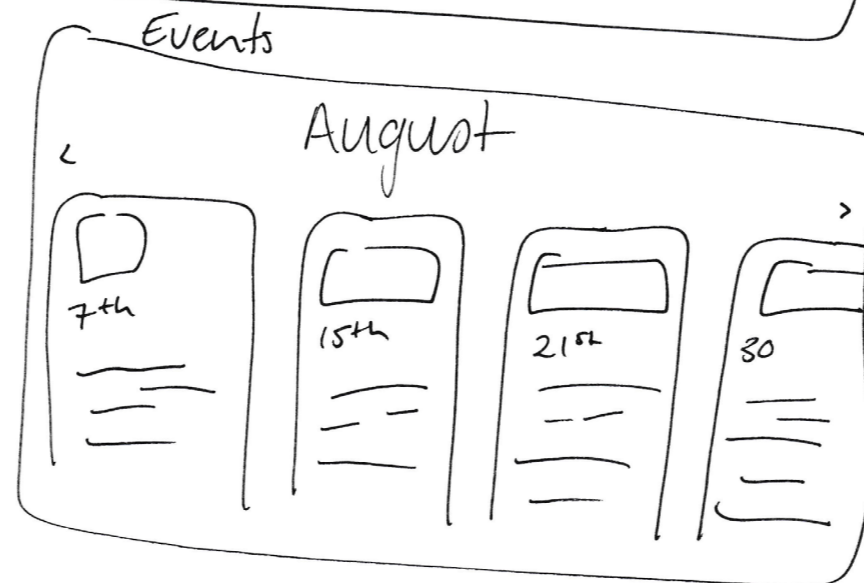
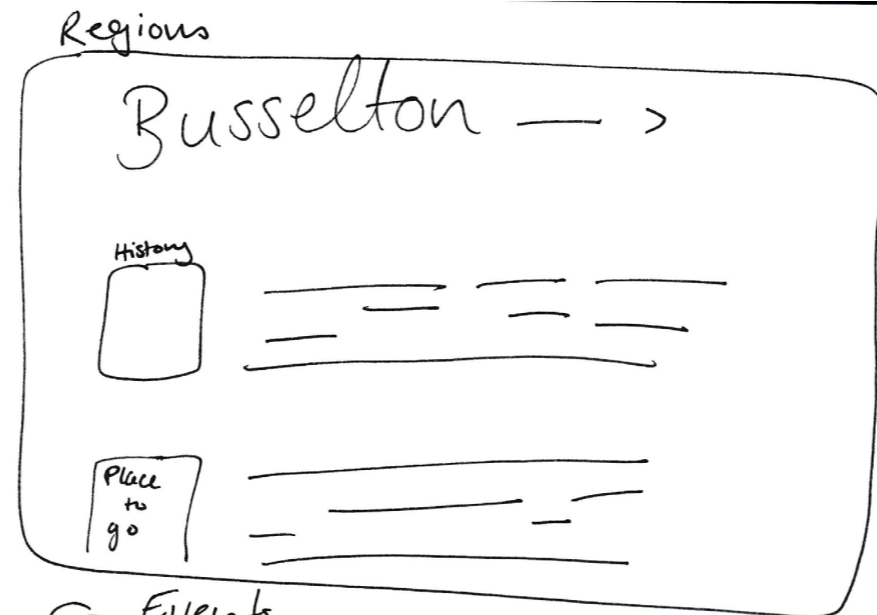
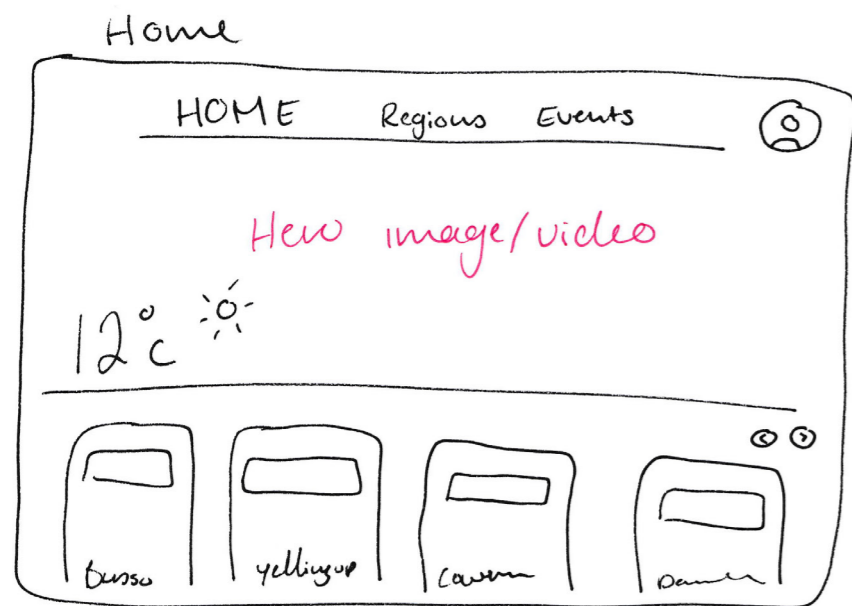
Beyond the Peel

Where you wanna be

For the winery we wanted a more sophisticated approach, keeping the cursive but looking for something fancier and more sophisticated. This led us to looking at more character and accent driven fonts. The bottom one was quickly ruled out as the trimmings and extras were seen as being too much and tested poorly when shown to peers. The second bottom font had potential however it was too light and would disappear in a photographic background and was ruled out as well. Type two was used in the beach themed mockups as we felt it better suited than the other fonts and while it wasn't suited for the winery we were glad to use it as it was one audience liked. The top font was then used for the winery as we felt it did suite the winery themes and worked well with the colours.

When picking secondary fonts we wanted to keep them simple going for high legibility. We didn't want to have 50 different body copy fonts to choose from and so kept it to a small selection for ease and consistency

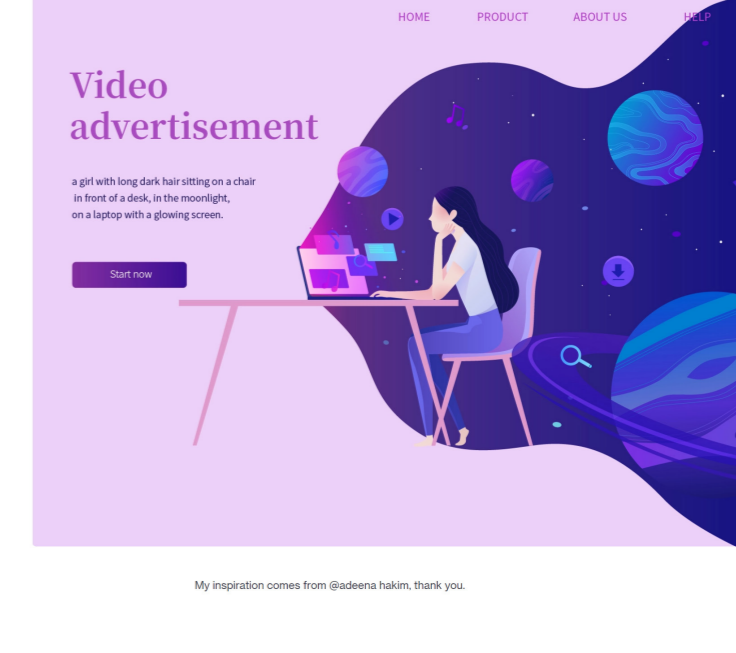
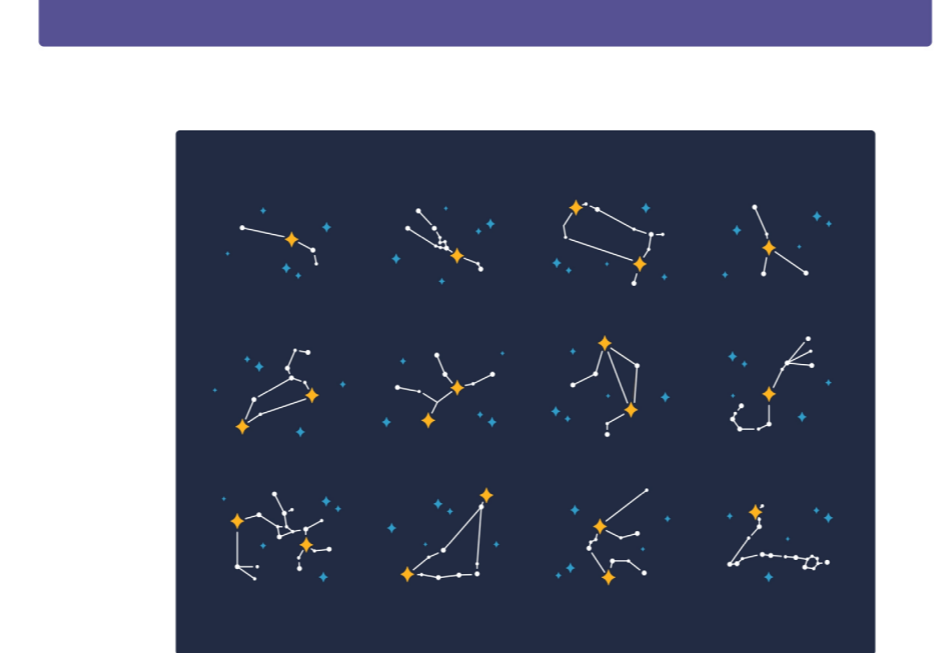
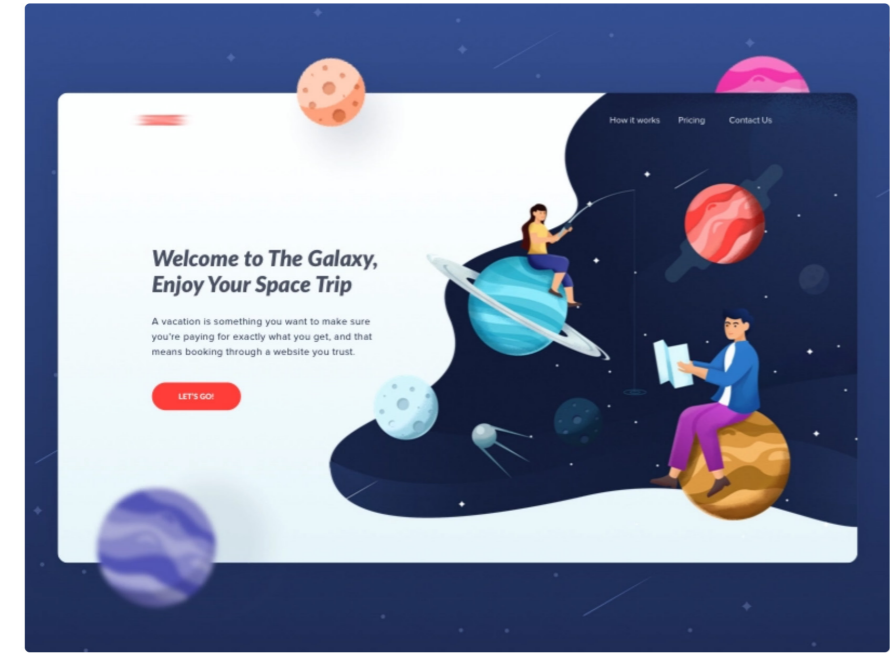
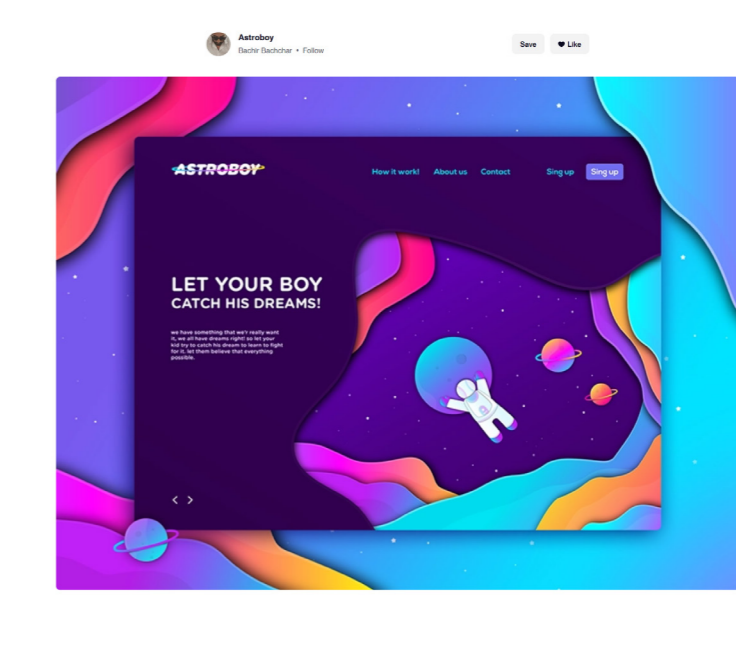
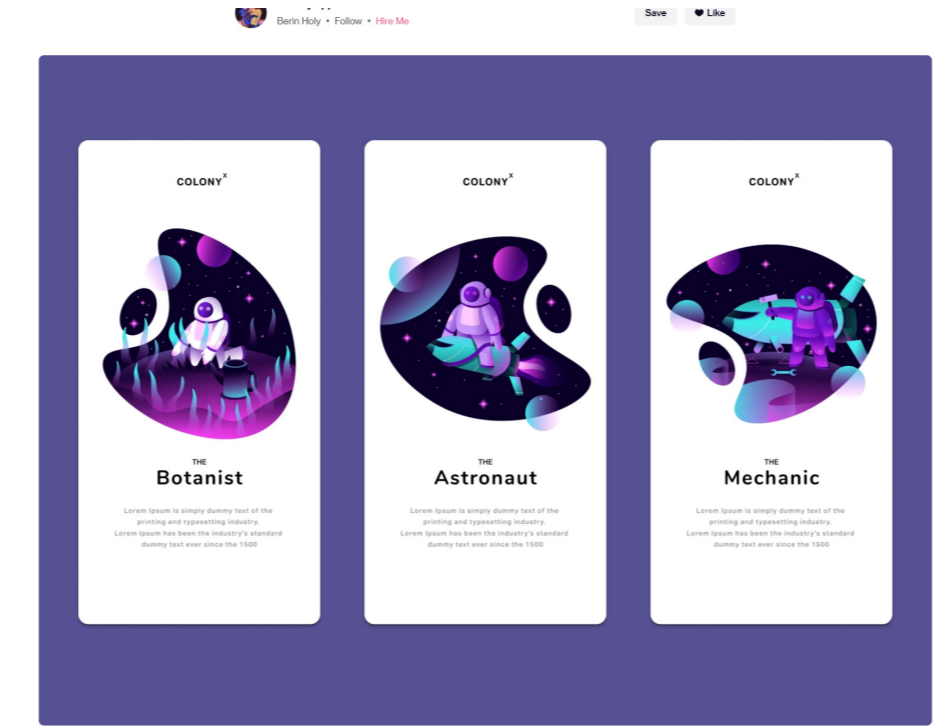
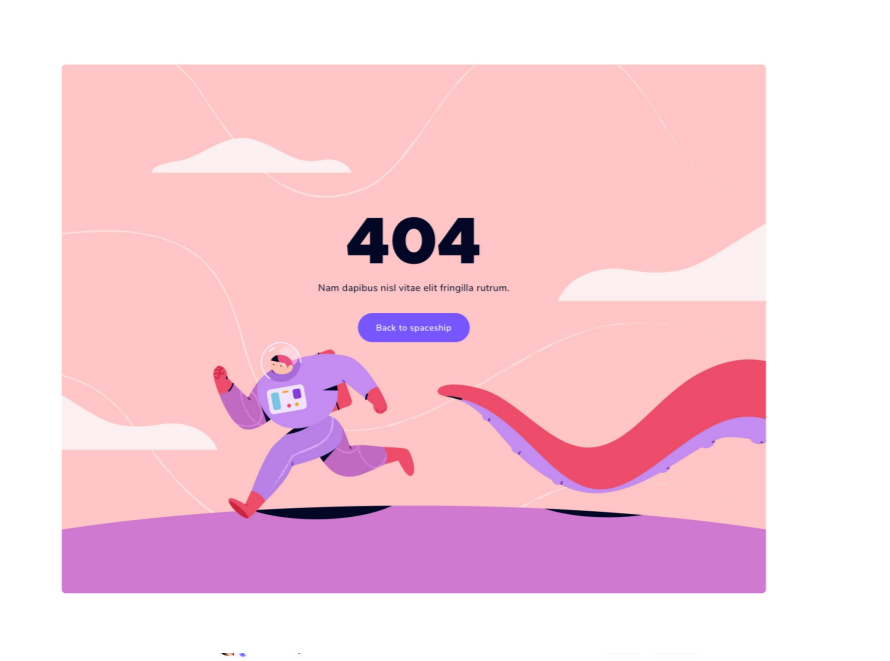
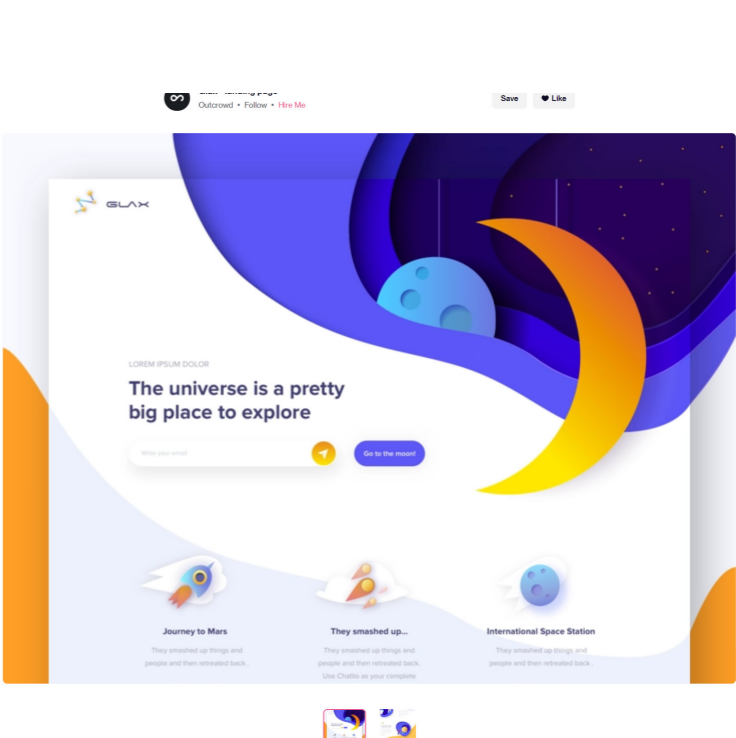
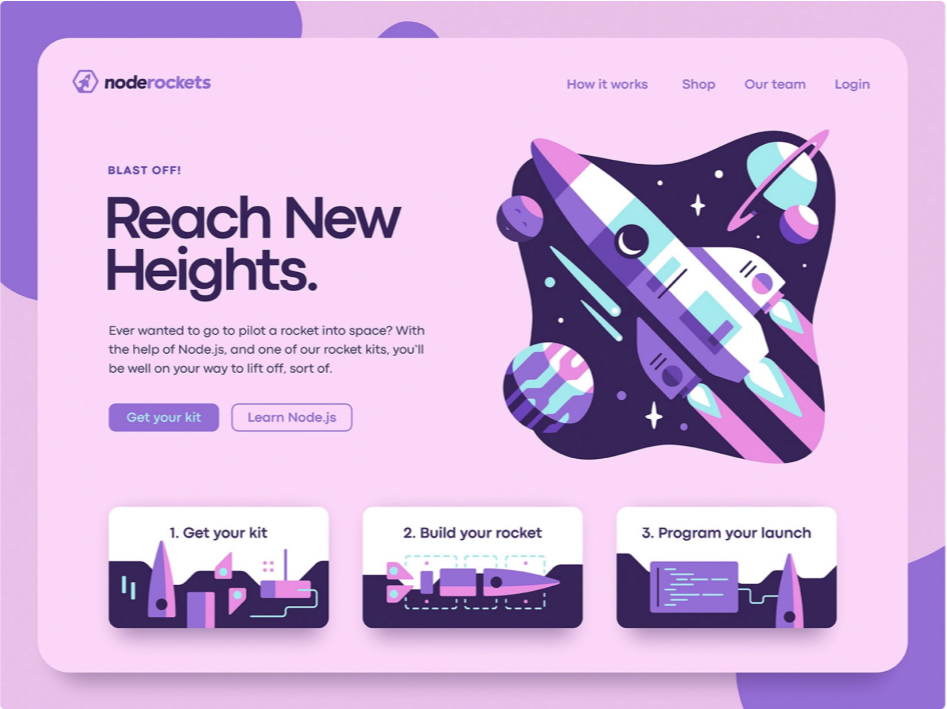
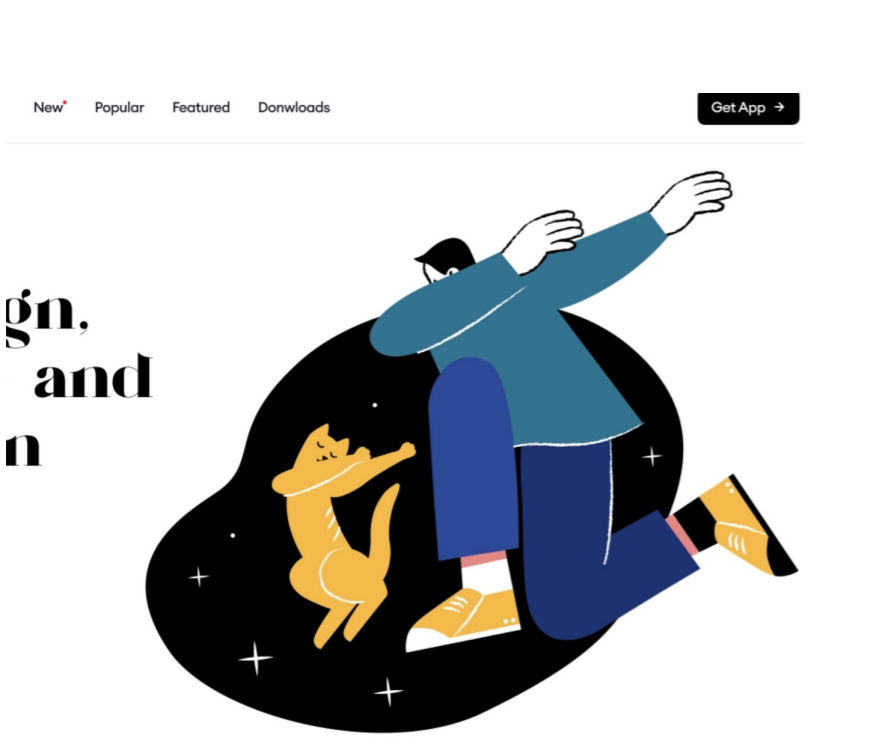
# Layout Sketches



This concept was all about simplicity, and organisation on content. As there is a lot to cover on the topic we wanted to keep it simple and focus on how the content was arranged. While a more dull and traditional concept once mocked up however I believe this concept came together well.

# Concept Three - In The Bush





My inspiration comes from @adeena hakim, thank you.

# Colour Pallets

Theme 1



Theme 2



Theme 3



Theme 4



This was far and away the most diverse colour pallet we had as camping came with some more earthy brown/green pallets, darker blues/black night camping style pallets and bright fiery pallets. This gave us a variety to work with and we wanted to pick a pallet that could reflect all three themes well. For this reason Theme 1 was chosen as it had the greatest variety and reflected several elements of the vamping theme with the bright red, yellow and oranges fr the camp fire which is a central part f the design and the deep blues for the sky.

# Typography

*Beyond the Peel*

Where you wanna be

Beyond the Peel

Where you wanna be

*Beyond the Peel*

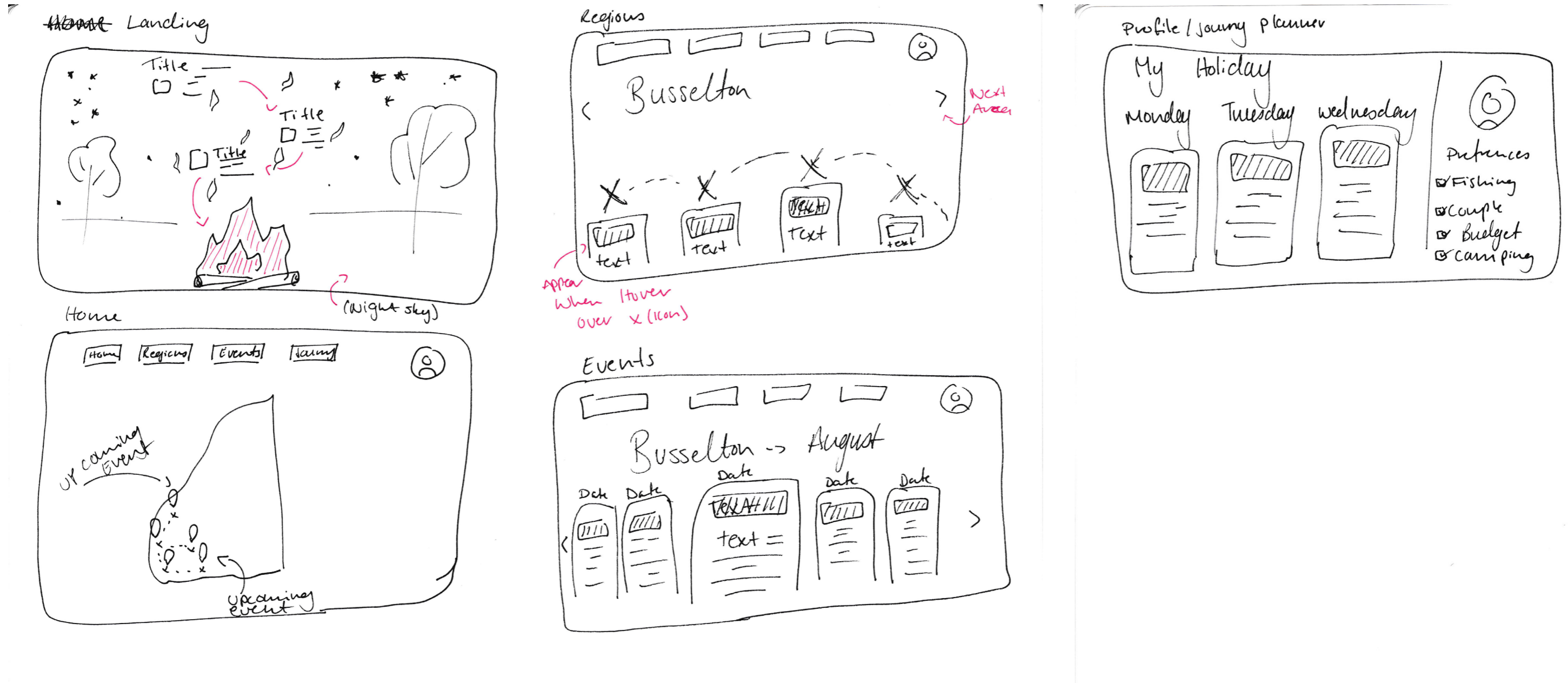
Where you wanna be

Choosing the font for this theme was quite easy, while we did like the other two options we felt that the first Typeface fit the theme perfectly. Its catheters while more boxy didn't feel square, it was thick and stood out against photos and the slant made it more personal and relaxed feeling. We felt it reflected the theme the best and brought character to the design

The second type face was considered as the character did have that more hand written style we liked however it seemed to childish and looked out of place. Type three felt to controlled for the camping theme, while it did have character it didn't have the same affect that we were after.

The pairing of type was slightly harder for this one but we untimely decided on robot as we felt it complimented the type and its slightly wider lettering balanced well against font one.

# Layout Sketches



This concept was more story driven with the map elements and walk through of each town, While less traditional I believe it was a funner design and still managed to organise content well. The idea of having the camp fire flickering on the screen and the fire guides the users to a home page would be very cool if used. The designs however are more camping based which may give the wrong impression to users looking for a more luxury holiday.

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