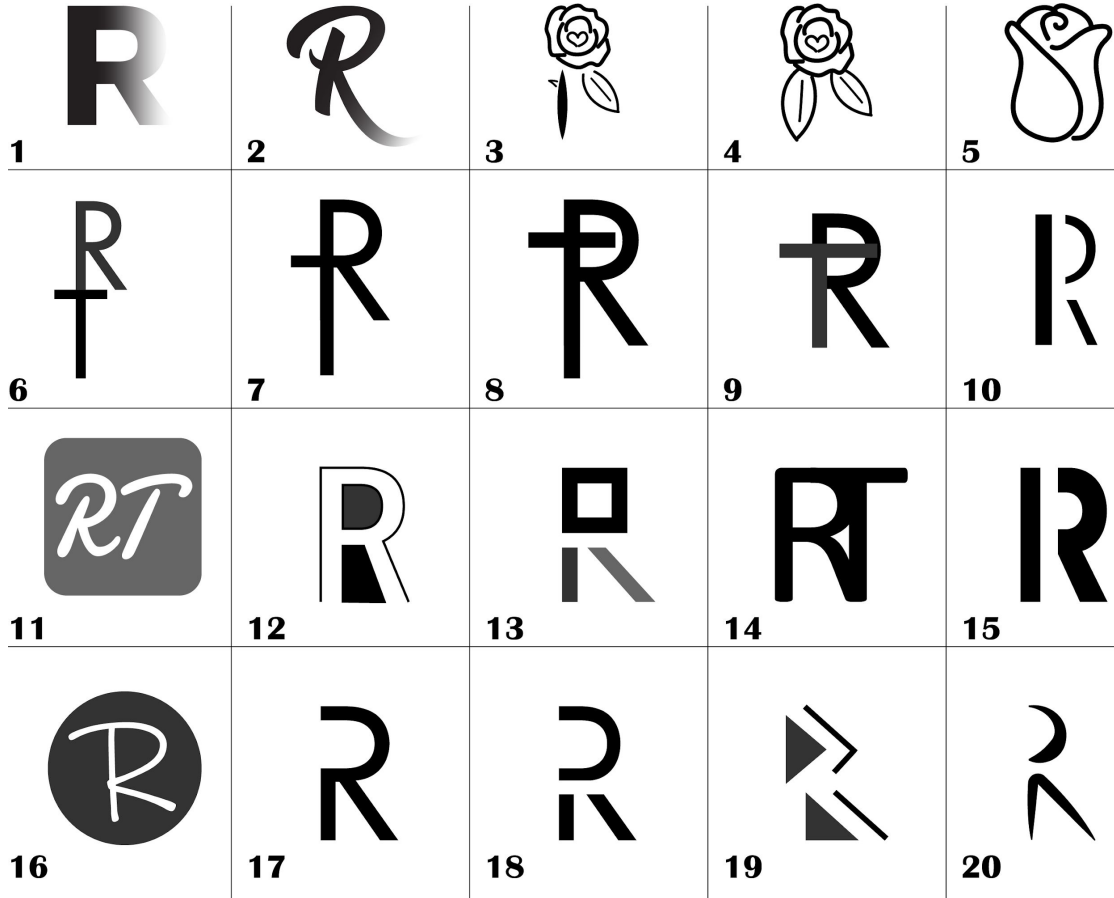


*Rosalie  
Talbot*

Art 483E Project 1  
Workflow



# Logo Thumbnail Sketches



# Trying out fonts and logotypes

Rosalie  T

Rosalie T

Rosalie T

Rosalie T

Rosalie T

ROSALIE T

Rosalie T

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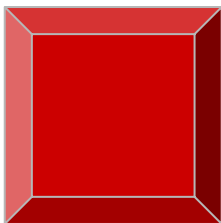
Rosalie T



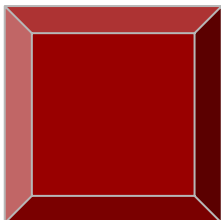
# Choosing a color for the logo and logotype



## Colors used:



Red  
Hex #cc0000  
RGB: 204, 0, 0



Darker Red  
Hex #990000  
RGB: 153, 0, 0

## Font used:

*Kaushan Script*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

Ink free

ABCDEFGHIJKLMNOPQRSTUVWXYZ

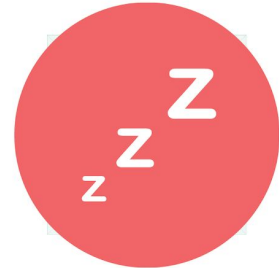
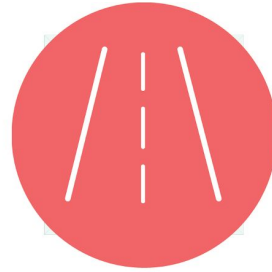
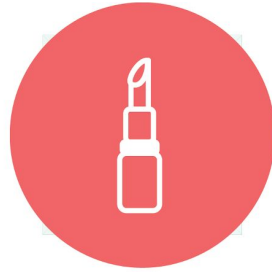
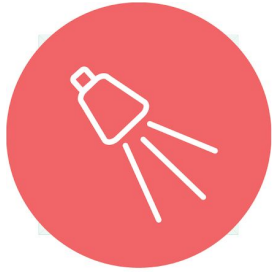
abcdefghijklmnopqrstuvwxyz

---

# Original Daily Activity Icons



# Revised Daily Activity Icons



# PROJECT 2 WORKFLOW

**Rosalie Talbott | Art 483E**



# ONLINE MAGAZINE PROPOSAL

## TRAVEL MAGAZINE

**Target Audience:** Young to middle-aged adults of lower to middle class income, male and female. Family friendly, any ethnicity. Located in United states or are planning to travel to the U.S.

**Form:** Very informational content with whimsical illustrations and some photography. I want the magazine to be fun and inviting of the viewers to visit the places mentioned.

**Magazine Definition:** This travel magazine presents specific places/experiences that a wide variety of audiences would appreciate and consider adding to their bucket list.

**Objectives:** Present locations/activities that won't break the bank but are fun/unique.

---

# MAGAZINE EXAMPLE

Simple black and white design for home page text and background color to emphasize photo imagery, similar to previous example

Social media links at top

Stacked navigation panels

favicon



<https://www.thetravelmagazine.net/>

The screenshot shows the homepage of the Travel Magazine website. At the top, there is a navigation bar with links for Home, About Us, Advertise, Authors, and a Free Travel Newsletter. Below this is a secondary navigation menu with categories: TRAVEL ARTICLES, REVIEWS, FESTIVALS AND EVENTS, NEWS, COMPETITIONS, FOOD + DRINK, and TRAVEL ADS. The main header features the 'travel' logo in a stylized font. The primary visual is a large photograph of a Swiss town with a castle and a church, set against a backdrop of mountains. The article title 'Top day trips from Geneva' is overlaid on the bottom of the photo, with the author 'Janine Avery' and date 'Sep 28, 2020'. Below the main image is a 'Featured Articles' section with two article thumbnails: '5 spectacular train journeys across Europe' and 'Hotel Review: La Fosse, Cranborne, Dorset, England 2020'. On the right side, there are social media follow buttons for Facebook (12,943 Fans), Instagram (10,509 Followers), and Twitter (2,780,285 Followers). At the bottom right, there are buttons for downloading the app from the App Store and Google Play.

# MAGAZINE EXAMPLE

Large scrolling  
images grab  
viewer's attention  
first

Simple and legible  
line art  
representing  
different  
categories of  
travel

DESTINATIONS ▾ EXPERIENCES BLOGS ▾ VIDEO **GO WORLD TRAVEL MAGAZINE** ABOUT ▾ SHOP 🔍 f i p t f



## 10 REASONS TO LOVE BOISE'S NEW FOOD SCENE

Boise's dining scene is free of pretension, but it stands out for its medley of influences and creativity. Here are some top foodie spots to try.

By **Ron Stern**

*We tell the* **STORIES OF TRAVEL**

Where do you want to go? **Go**

⏪  Cruising  Budget Travel  Romantic Travel  Beach Vacations  Island Travel  Family travel  Adventure Travel ⏩

favicon



<https://www.goworldtravel.com/>

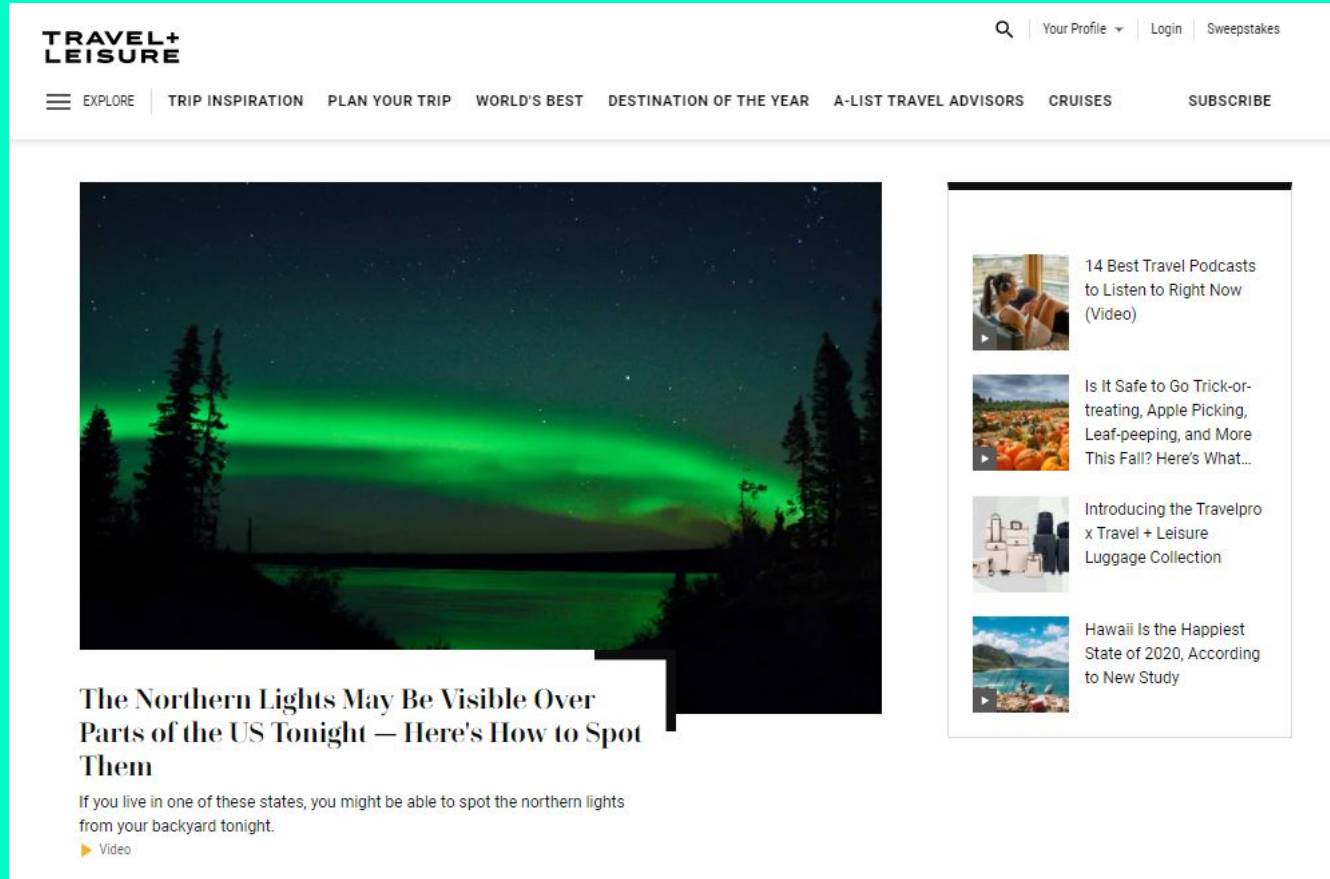
# MAGAZINE EXAMPLE

Simple black and white design for home page text and background color to emphasize photo imagery

Very easy to navigate, no distracting elements

Clear visual hierarchy

favicon 



**TRAVEL+ LEISURE**

SEARCH | Your Profile | Login | Sweepstakes

EXPLORE | TRIP INSPIRATION | PLAN YOUR TRIP | WORLD'S BEST | DESTINATION OF THE YEAR | A-LIST TRAVEL ADVISORS | CRUISES | SUBSCRIBE

## The Northern Lights May Be Visible Over Parts of the US Tonight — Here's How to Spot Them

If you live in one of these states, you might be able to spot the northern lights from your backyard tonight.

▶ Video

- 14 Best Travel Podcasts to Listen to Right Now (Video)
- Is It Safe to Go Trick-or-treating, Apple Picking, Leaf-peeping, and More This Fall? Here's What...
- Introducing the Travelpro x Travel + Leisure Luggage Collection
- Hawaii Is the Happiest State of 2020, According to New Study

<https://www.travelandleisure.com/>

# Homepage Analysis

**TRAVEL+  
LEISURE**

Logo/Masthead: .svg file  
Color: #595959F2  
Font: 16px Roboto, Arial, sans-serif

Q | Your Profile ▾ | Login | Sweepstakes

span.secondary-menu-label  
Color: #00000F2  
Font: 14px Roboto  
Condensed, Arial Narrow

(Hamburger Menu)

.svg  
32x32 px



EXPLORE

TRIP INSPIRATION

PLAN YOUR TRIP

WORLD'S BEST

DESTINATION OF THE YEAR

SUBSCRIBE

(Navigation Menu)  
div.menu-homepage-row  
a

Color: #000000F2  
Font: 14px Roboto, Arial,  
sans-serif



jpg image

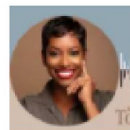
## The Best Places to Go Stargazing Around the World

h3  
Color: #00000F2  
Font: 28px Cardillac,  
Times, serif

div  
Color: #00000F2  
Font: 16px Roboto,  
Arial,sans-serif  
Margin: 8px 0px 0px

Dark skies and bright stars are the main attraction at the top stargazing spots around the world.

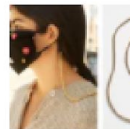
jpg image



How Kellee Edwards Is  
Redefining Travel As a  
Black Female Pilot and  
Journalist, Episode 13 o...



You Could Win a Year of  
Free Flights by Naming  
South Africa's New  
Airline



These Genius  
Accessories Will Make  
Your Face Mask More  
Comfortable



The Best Road Trip for  
Each Zodiac Sign

span  
Color: #00000F2  
Font: 16px Roboto,  
Arial, sans-serif

# Article Analysis

# The Best Places to Go Stargazing Around the World

h1  
Color: #00000F2  
Font: 48px Cardillac, Times, serif  
Margin: 0px 0px 16px

Dark skies and bright stars are the main attraction at the top stargazing spots around the world.

p  
Color: #00000F2  
Font: 18px Roboto, Arial, sans-serif

div.author-text  
Font: 14px Roboto Condensed, Arial Narrow, sans-serif

BY SKYE SHERMAN AND ANDREW COLLINS | SEPTEMBER 29, 2020 — publish date

(share icons) a  
Color: #00000F2  
Font: 16px Roboto, Arial, sans-serif  
Background: #FFFFFF



— jpg image

PHOTO: JAMES CAPO/SHUTTERGETTY IMAGES — photo credit

<p> | <em> — Editor's Note: Travel might be complicated right now, but use our inspirational trip ideas to plan ahead for your next bucket list adventure.

If spotting planets, constellations, and even the Milky Way is on your bucket list, you'll want to plan a trip to one of the best stargazing spots in the world. Luckily, there are unique destinations around the world that offer incredible views of the night sky and little light pollution, so even amateur astronomers can see the stars and have a once-in-a-lifetime astronomical experience. Read on for the 10 best places to see stars around the globe.

p  
Color: #00000F2  
Font: 18px Roboto, Arial, sans-serif  
Margin: 0px 0px 16px

Related: [More nature travel ideas](#)

<h2> <strong>  
Color: #00000F2  
Font: 36px Cardillac, Times, serif

## 1. The Atacama Desert, Chile

Northern Chile's stark Atacama Desert is the driest place on Earth, if you exclude

Responsive  
Layout

Laptop

Responsive ▾ 1024 × 810 75% ▾ Online ▾

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Home + Trip Ideas + Nature Travel

# The Best Places to Go Stargazing Around the World

Dark skies and bright stars are the main attraction at the top stargazing spots around the world.

BY SKYE SHERMAN AND ANDREW COLLINS | SEPTEMBER 29, 2020

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- Pin
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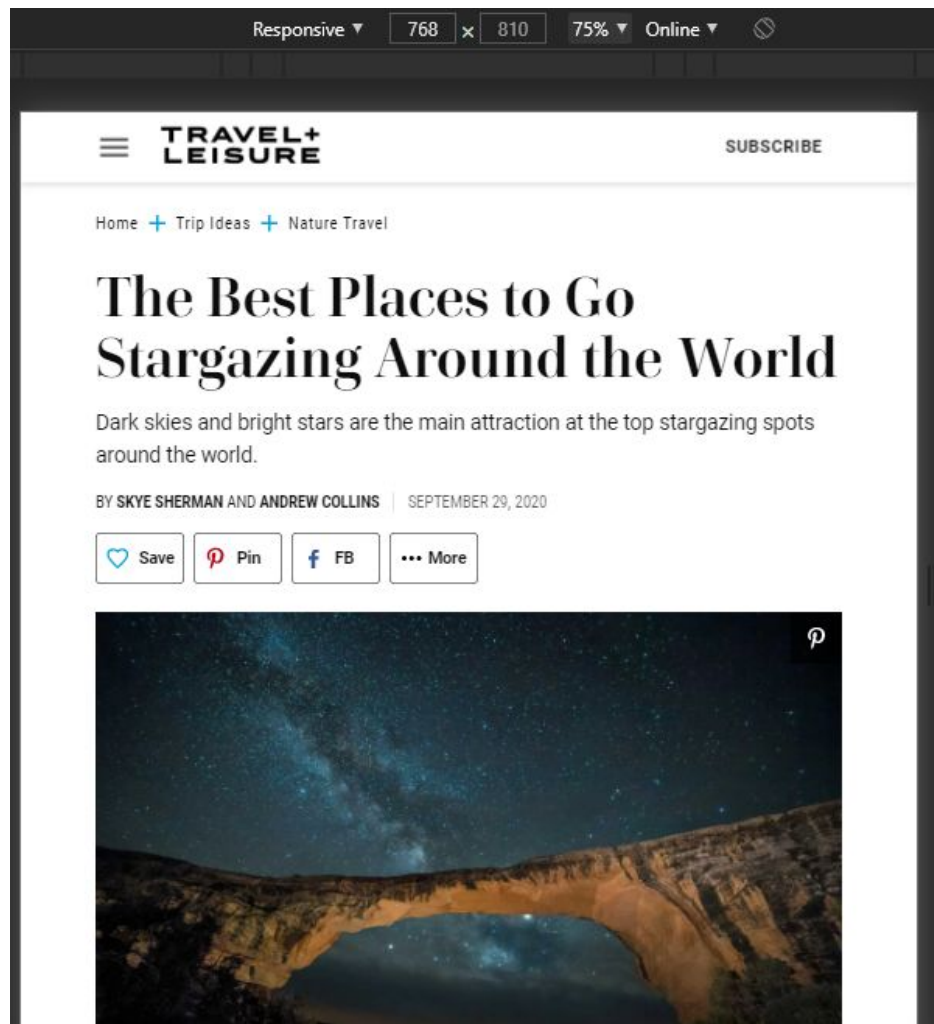
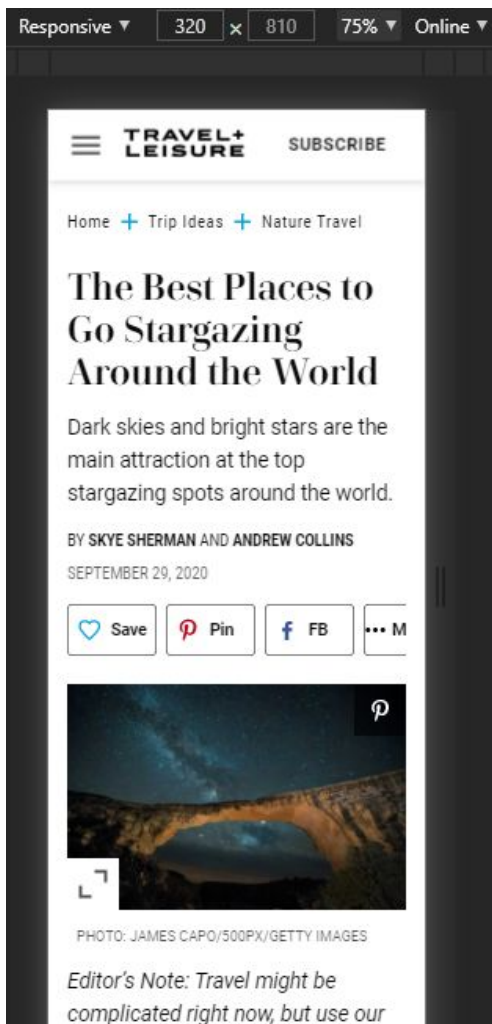


PHOTO: JAMES CAPO/500PX/GETTY IMAGES

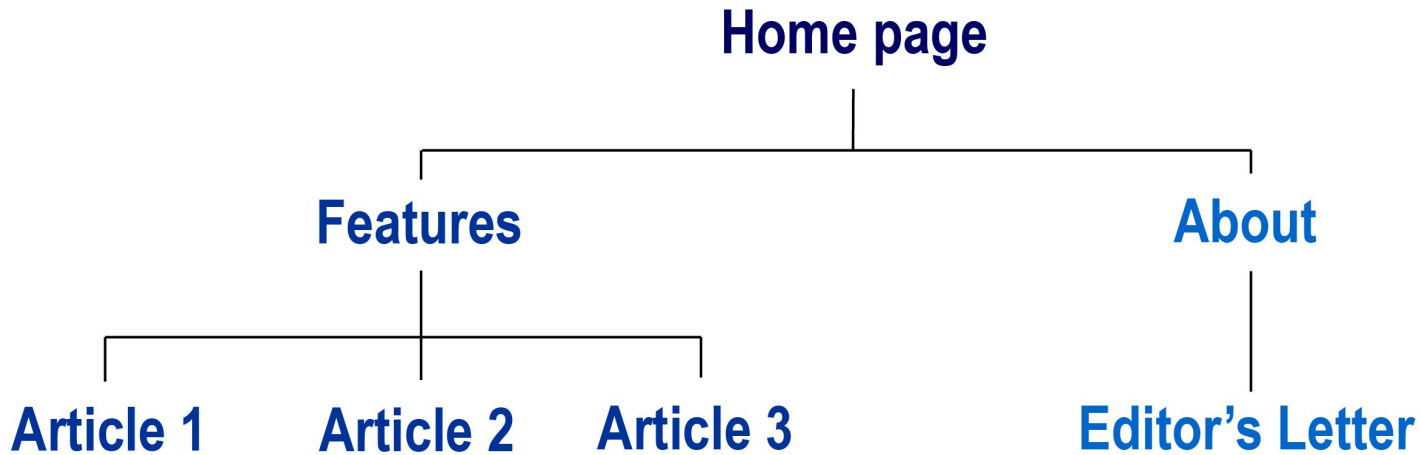
# Responsive Layout

Small mobile + Tablet





# MINDMAP



# MOODBOARD

MAGAZINE | MOBILE | HOTELS

## AFAR THE EXPERIENTIAL TRAVEL GUIDE

Wander NORTH AMERICA EUROPE SOUTH AMERICA ASIA OCEANIA AFRICA Find places

### AFAR Magazine

Features & Articles 639 Highlights 1532 Wanderlists 170

#### AFAR Articles

View: All Articles



#### Fashion's Conscience: Kristy Caylor of Maiyet

BY JEN MURPHY

Kristy Caylor, the 36-year-old president and creative director of the women's clothing and accessories brand Maiyet, travels half the year searching for craftspeople in



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THE ITALIAN  MAGAZINE

### ITINERARIES & GUIDES



Every reason is good enough to pack our bags and leave: from discovering old traditions, to tasting new flavours or just for the pure desire to explore. In the TRAVEL section of The Italian Eye there are ideas and stories, itineraries and travel diaries. A second part belongs to the UNACHIEVABLE: extraordinary places, often closed to the public, explored and revealed by the pen and the images of our contributors.

### HOTELS & RESTAURANTS



New openings and iconic retreats. Cozy boutique hotels, in every charming corner of the world. The best restaurants where to taste Italy's culinary traditions and the world's flavours. And again, boutiques, shops and unmissable addresses. The reader will find here all the tools he needs to feel at home, while exploring the world.

### PEOPLE & INTERVIEWS



Interviews, city guides, tips, travel and life stories. The Italian Eye's PEOPLE talk about travel and talk about themselves, sharing their world and experiences with the reader. Influential people recommend their itineraries through our unique guides "written by locals". Creativity and a wandering spirit: the only two requirements for The Italian Eye's people.

### ART & LIFESTYLE



From art exhibitions in Italy and in the world, to friendly talks with artists that made travel their inspiring muse. From the last finds on travel technology, to the best products for every explorer. The Italian Eye packs your suitcase for you: with all the latest news on how and why exploring. And what to bring along.



LEARN

NEW YORK

STORY

movement

movement

movement



Accorid

## COLORS

Off-White #000000

Black #ffffff

Orange-Yellow #ff9900

Red #ff0033

Light Blue #00ccff

## FONTS

Gill Sans - <p> #1A1A1A

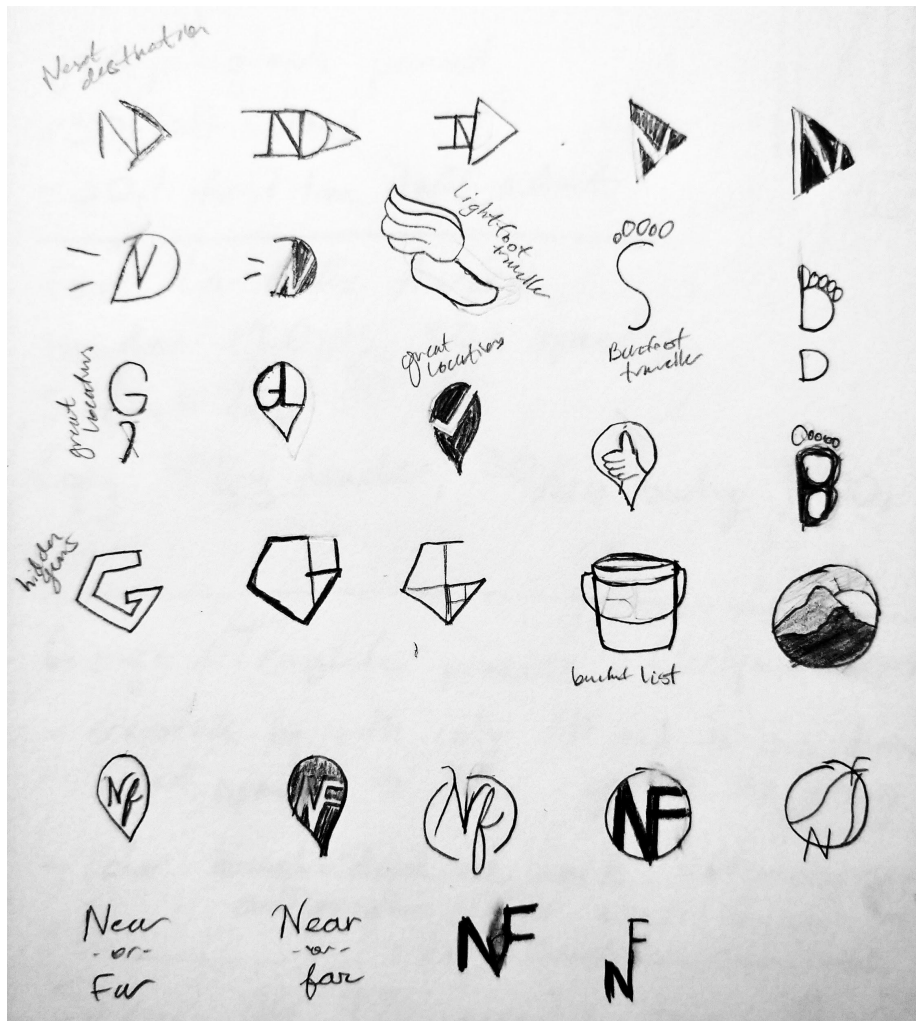
Consolas <h>

# NAME IDEAS FOR MAGAZINE

- ★ Barefoot Travels
- ★ The Lightfoot Traveller
- ★ Southern Explorers
- ★ Hidden Gems
- ★ Next Destination
- ★ Onward & Upward
- ★ Let's Go!
- ★ The Bucket List
- ★ The Wanderer
- ★ Great Locations
- ★ See You There!
- ★ Southern Journeys
- ★ Top Treks
- ★ Oh What a Sight!

- ★ Near or Far
- ★ Big Adventures
- ★ Next Adventure
- ★ Terrific Travels
- ★ Southern Voyage
- ★ Cruisers
- ★ Gems of the US
- ★ Travel Gems
- ★ Next Trip
- ★ Trips & Tips
- ★ Check it Out
- ★ Getaways
- ★ What a Trip!
- ★ Land Voyagers

# LOGO IDEAS SKETCHES



GOOGLE FONT  
BASIC  
MASTHEAD  
IDEAS

Anton regular +10 tracking

**Next Destination**

**Lightfoot  
Traveller**

**Barefoot  
Traveller**

**Great Locations**

**Hidden Gems**

**The  
Bucket  
List**

**Near  
- or -  
Far**

*Lobster*

*Next Destination*

*Lightfoot  
Traveller*

*Barefoot  
Traveller*

*Great Locations*

*Hidden Gems*

*The  
Bucket  
List*

*Near  
- or -  
Far*

BEBAS NEUE

**NEXT DESTINATION**

**LIGHTFOOT  
TRAVELLER**

**BAREFOOT  
TRAVELLER**

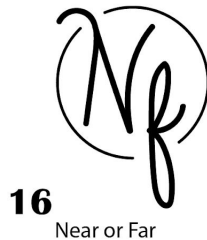
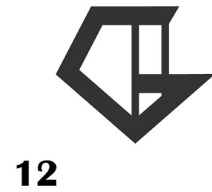
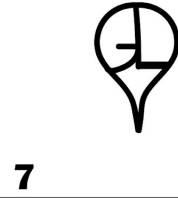
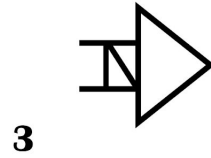
**GREAT LOCATIONS**

**HIDDEN GEMS**

**THE  
BUCKET  
LIST**

**NEAR  
- OR -  
FAR**

# VECTORIZED LOGOS B/W



# MASTHEAD COLOR IDEAS

*Near  
or  
Far*

*Near  
or  
Far*

*Near  
or  
Far*

*Near  
or  
Far*

*Near  
or  
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*Near  
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*Near  
or  
Far*

# FAVICON IDEAS

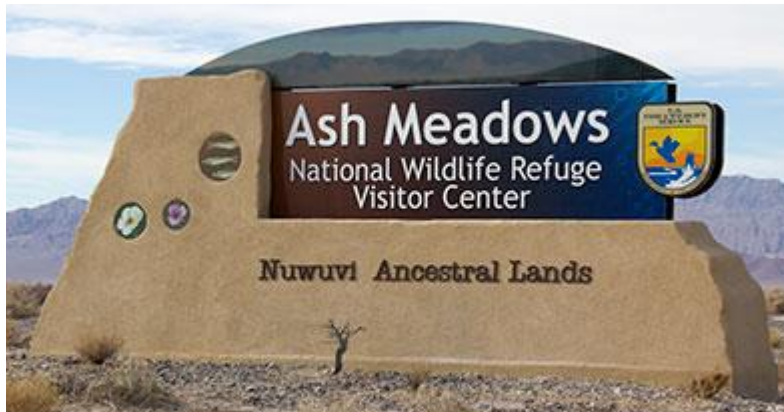




*Near*  
*or*  
*Fair*

# ARTICLE OPENER

## IMAGES TO ILLUSTRATE/VECTORIZE



Article 1



Article 2



Article 3

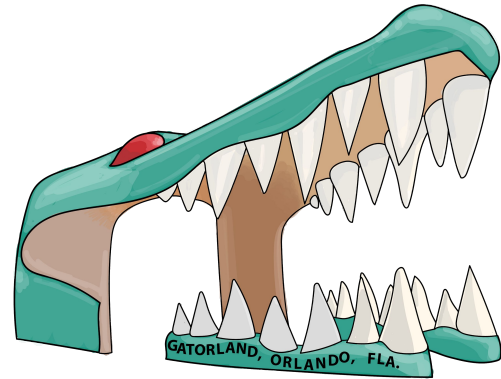
ARTICLE OPENER  
ILLUSTRATED IMAGES



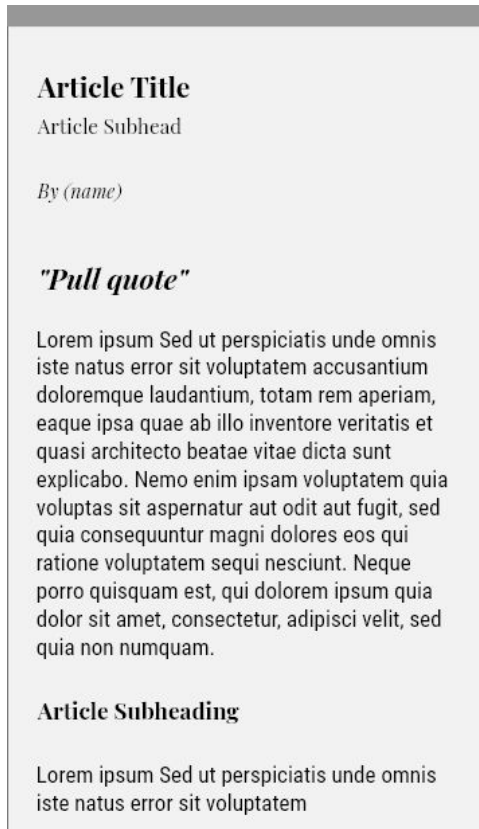
Article 1



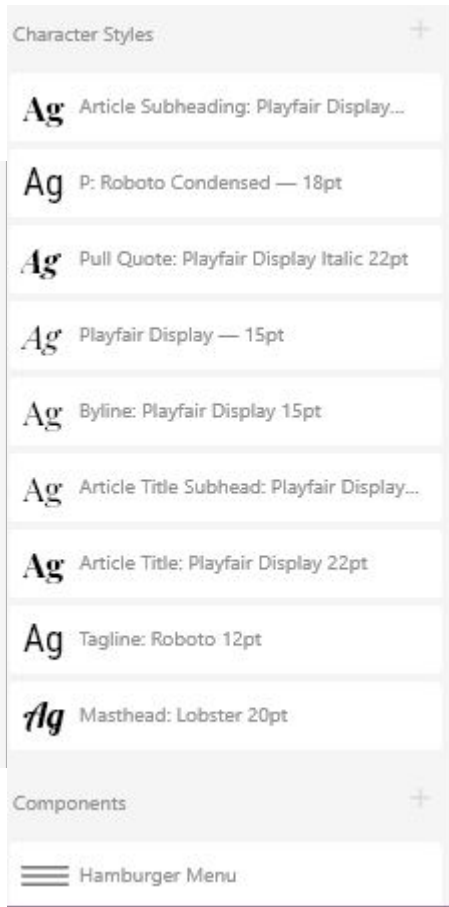
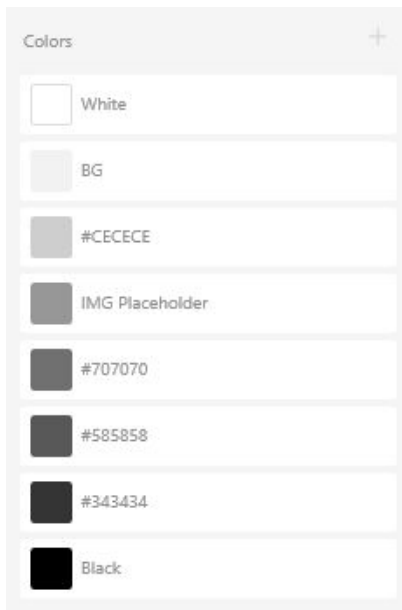
Article 2



Article 3



# XD MOCKUP IPHONE B/W





## Pupfish: Conserving a Mojave Desert Survivor



I'm at the hottest, driest place on the continent, and I'm looking for fish.

At first glance, the rocky canyons and salt pans of the Mojave Desert seem the very last place to seek out aquatic life.

But Nature Conservancy ecologist Sophie Parker, who is showing me conservation projects here, asks me to envision an earlier California and Nevada.

"It's hard to imagine now, but in the Pleistocene this area once would have had large lakes and river systems connected to each other," says Parker. "There would have been ground sloths and mammoths. And there would have been pupfish."

Pupfish are killifish — small, knuckle-sized fish found on three continents. They're known for surviving harsh environments. Once, pupfish in the Southwest probably consisted of only one species.

As the climate became hotter, the lakes and rivers began drying up, leaving only isolated springs, pools and rivers.

The pupfish became isolated in these little pockets of remaining water. Essentially desert springs became habitat islands.

"The islands here are not land in the middle of the ocean; they're wetlands in the middle of the desert," says Parker. "In the Mojave, you can think of these spots of water as similar to the Galapagos. They have unique species and a unique ecology."

As happens on small islands, species rapidly evolved to adapt to specific conditions. About 30 pupfish species are now found throughout the Southwest, many surviving in isolated, harsh environments.

Think salty streams and warm water temperatures — conditions that would turn a trout belly up in minutes.

The Salt Creek pupfish, for instance, lives in water three times as salty as the ocean. They can be easily viewed along a boardwalk in Death Valley National Park.

In the summer, much of this fish's habitat dries up as daytime temperatures soar to 120 degrees Fahrenheit. And still it thrives, as it has for thousands of years.

The little fish chase each other, darting around the riffles. Early biologists compared this behavior to that of playful puppies (which is how the pupfish got its name). But the fish weren't playing; they were fighting over breeding territories. Another species, the Ash Meadows Amargosa pupfish, lives in waters up to 92 degrees and can survive in water only a half-inch deep.

Pupfish can survive in all sorts of difficult conditions, but ultimately they still need water. And when people come to the desert, they use a lot of it — for their homes, for agriculture, for mining, for energy development.

Will that prove too much for the pupfish?

## From Big City to Wildlife Refuge

We're driving along a dusty desert road when we pull up to a trailhead. Within a few minutes, I'm staring into a crystal blue spring where one of the endemic pupfish species, the Ash Meadows Amargosa pupfish, swims. Clear springs dot the area known as Ash Meadows in southwestern Nevada. Bubbling up from the desert, they're certainly one of this country's overlooked natural wonders.

These springs seem all the more remarkable when you learn the history of the area. For a time, it looked like they would disappear under a sea of homes. Disappear forever.

In the early 1970s, The Nature Conservancy purchased one pool in the Ash Meadows area to protect the Ash Meadows Amargosa pupfish. It became a small nature preserve for this species.

But that preserve protected only a small portion of the area. The surrounding 12,000 acres were owned by a real estate developer. In the late 1970s, he released plans to create a development featuring 30,000 homes, shopping malls, golf courses and an airport — essentially a new city in the desert.

The water for that city would come from those crystal-clear springs. After all, they naturally produce millions of gallons a day. Of course, using that water would destroy a unique desert habitat. And it would mean extinction for the endemic species. Pupfish and other wildlife would disappear under a network of roads and homes and green, green grass.

The development was approved, but when an heir took control of the property, he chose to sell it rather than proceed.

The Nature Conservancy was there to negotiate the purchase. It became the foundation of the Ash Meadows National Wildlife Refuge, protecting the unique springs and the wildlife they support. The refuge is home to 26 endemic species — the greatest congregation of unique species in the United States.

## A Future for Pupfish

Ash Meadows may be protected by a wildlife refuge. But the water that feeds those springs flows deep beneath the ground, where it can be tapped by other users.

With increasing demand for water, springs can start to drop in level — something that has happened periodically at Ash Meadows, most notably at Devils Hole — the sole habitat for the Devils Hole pupfish, one of the rarest species on earth. The refuge has established water rights to maintain fish and other wildlife. But as often is the case in arid states like Nevada, those water rights are often over-allocated.

The latest threat comes from what some might consider an unlikely source: renewable energy projects. Big solar farms in particular require considerable amounts of water. "Unlike agriculture, solar farms need water all year long," says Parker.

The Conservancy has been involved in advocating for groundwater for desert wildlife. Most recently, it's been heavily involved in the Desert Renewable Energy Conservation Plan, a planning effort for siting green energy including wind and solar around the Mojave.

The Conservancy advocates for siting energy where it will have the least impact on wildlife, water and habitat connectivity.

The demands of water will likely only increase. Will desert pupfish survive the changes?

By Matthew L. Miller

This article was edited for length and clarity

[Read original article](#)



Near  
or  
Far





## Visiting Las Vegas for the First Time: Rookie Mistakes to Avoid



So, you're visiting Las Vegas for the first time. Great choice! You've seen its bright lights glamorized in the movies. Now you're excited to check out the popular Vegas shows and plan your itinerary. I LOVE visiting Las Vegas and I'm not ashamed to admit it. I'm always discovering new things each time I go. If you want to make the most of your vacation, I've rounded up the best Las Vegas tips for first-time visitors, so you know where to stay, hotel tips, and which Vegas shows are worth seeing. Follow this guide to help you know what to expect so you don't make these rookie tourist mistakes and travel like a pro!

### Places Are Not as Close as They Appear

If you're visiting Las Vegas for the first time, you'll immediately notice that even though buildings on the Vegas Strip appear close together — the blocks are LONG. Many tourists are surprised at how much walking is required if you're traveling on foot. For example, just walking from my hotel room in Billy's to the parking garage took several minutes. Don't expect to get anywhere fast in Las Vegas. This means you can't expect to enjoy dinner at the MGM Grand, then walk over to Treasure Island to see an evening show — it's just not going to happen when you're traveling on foot. I recommend taking a Lyft or driving your car if you need to get somewhere quickly. There are also a number of pedestrian-friendly footbridges at the main intersections for your convenience. Here are some tips to make your walking experience on the Vegas Strip more enjoyable:

- Plan accordingly
- Wear comfortable shoes
- Walk through the air-conditioned hotels or shopping centers
- It's extremely hot during the summer months. Fortunately, all the hotels are kept nice and cool inside
- Drive to your destination or take a Lyft
- If you're paying for parking at your hotel, you might be able to get free parking at other hotels
- Ride the Las Vegas Monorail. There are seven convenient stops along the Strip

### Booking the Cheapest Hotel (Or Staying Off the Strip)

I know it's tempting to book the cheapest hotel on the Las Vegas Strip, but you'll be disappointed if you do. This is one of the most common mistakes tourists make when visiting Las Vegas for the first time. I'd ask you to trust me on this one, but hey, I'd rather you decide for yourself.

WHERE IS THE BEST PLACE TO STAY IN LAS VEGAS ON THE STRIP?  
The middle of the Vegas Strip is the best location to book your hotel. I recommend this location, especially if this is your first trip to Las Vegas. This will make it easy to get around to all the different attractions, restaurants, and points of interest.

PRO TIP: You'll want to select your hotel choice based on its facilities (such as its restaurants, pool, and entertainment). This can help you save money and time. I always find the best rates when booking my hotel through Vegas.com. I love this website because it's a one-stop shop to get the best deals on Las Vegas hotels, show tickets, and attractions. They can also accommodate group bookings, which is great when traveling with friends.

### Not Taking Advantage of Mobile Check-In at Your Hotel

Research ahead of time to see if your hotel offers mobile check-in. We recently stayed at the MGM Grand on the Las Vegas Strip in the summer. The regular check-in line was nearly an hour wait. We signed up for M Life Rewards (which is free) and were able to take advantage of their mobile check-in. It only took about 5 minutes to check-in which was a huge time-saver!

### Paying Full Price for Show Tickets

Here's a quick Las Vegas tip: There's NO reason to pay full price for Las Vegas show tickets. You'll always be able to find a discount. To get the best deal, I recommend starting your search for show tickets on Vegas.com. Yes, this is the same website I use to find deals on hotel accommodations. They offer discounts on all the popular Las Vegas shows, including Cirque du Soleil tickets. Plus, you can book dinner + show packages which is super convenient.

### Thinking That Everything In Las Vegas Is Expensive

If you're visiting Las Vegas for the first time, it's easy to think that everything is expensive. But if you do a little research, you'll notice that there's plenty of easy ways to save money on just about everything! Book through Vegas.com to save on hotels and show tickets. Plenty of cheaper amenities are available off the Strip.

### Spending All of Your Time On The Strip

While the Vegas Strip has plenty to see and do, it would be a shame to spend your entire trip in one place. I highly recommend visiting Fremont Street (old Las Vegas) and taking a day trip somewhere. For Las Vegas Explorer Pass holders, you can visit the Hoover Dam. This tour is included for FREE with your Explorer Pass. If you're looking for more suggestions, here are some of my other favorite spots to check out: Valley of Fire State Park, Zion National Park, Death Valley, Red Rock Canyon.

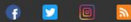
By Eden Ashley

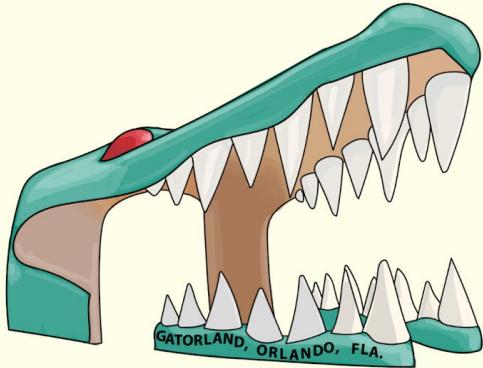
This article was edited for length and clarity

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Near  
or  
Far





## Gatorland: Adventure Calls. Answer the Call!



Gatorland is a 110-acre theme park and wildlife preserve, combining "Old Florida" charm with exciting new exhibits and entertainment. The park opened as a roadside attraction in 1949. Today, it provides affordably-priced family fun featuring thousands of alligators, crocodiles, native and endangered birds, a free flight aviary, breeding marsh with observation tower, petting zoo, nature trails, a train ride, award-winning dining, a splash park, exceptional entertainment including the Legends of the Swamp Show, Gator Jumparoo, and the 'Up-Close Encounter' shows, the thrilling Screamin' Gator Zip Line featuring over 1,200-feet of high flying thrills with five intense zip lines, some of which glide over the alligator breeding marsh and the Gator Guardrail Accessible Zip Line. Gatorland also contains the largest collection of albino and leucistic "white" alligators in the U.S.

### Park Highlights

**Alligators – Legends of the Swamp Show** – Witness one of the bravest daredevils at Gatorland takes the stage with a 6-8 foot alligator in order to demonstrate the amazing survival features of this legendary creature. After the show Meet-A-Gator – get closer to a gator than ever before with this lifetime opportunity.

**Adventure Hour** – How close is too close! This tour allows you to explore an area that is closed to the public. Join your group behind-the-scenes for an up-close look at the Gatorland Breeding Marsh, home to hundreds of alligators. Don't move too quickly; there are no fences separating you from the residents on this tour! Reservations required.

**Gator Jumparoo** - The show that made Gatorland world famous! Help cheer on your favorite as dozens of lightning fast alligators compete for lunch. What's on the menu! Some bought chicken hung high above the water, so keep your cameras ready!

**Up-Close Encounters** - Just don't open that box! Snakes, insects and other exotic birds and animals from all over the world are incorporated into this comical, interactive experience where package handlers explore the unexpected at every turn. White Alligator Swamp – Largest community of rare albino and leucistic alligators in the U.S. These giant ivory colored reptiles are approximately 12.4 feet in length and weigh over 800+ pounds! Their piercing blue eyes are believed to have the ability to command good fortune to those lucky enough to make eye contact.

**Gator Gully Splash Park** – features unusual water sources crafted to resemble some of the park's most popular residents while maintaining the cracker humor visible throughout the - 68 - year old theme park.

**Screamin' Gator Zip Line** - Clip in and "zip" off on an exciting outdoor adventure with the thrilling Screamin' Gator Zip Line at Gatorland. Your journey will take you along 1,200 feet of high flying, heart pounding adventure from some of the finest zip line towers in the world. Standing over seven stories tall, these amazing towers feature multilevel launch pads and breathtaking views from high above the treetops. Make sure to hold on extra tight as you zip over the alligator breeding marsh! Gator Guardrail Accessible Zip Line – "That's one wild ride!" Now guests with mobility challenges can enjoy the fun of zip lining too as they soar 350 feet through the air over the alligator-infested breeding marsh.

**Stompin' Gator Off-Road Adventure** – Climb aboard a massive, authentic monster truck style off-road vehicle for a rough "ridin' wild adventure!" Tour the wilds of real Florida wetlands and straight into a massive alligator pond! Ain't another ride like this in the whole entire world! Parorotrip.

Since 1975, Gatorland hosts thousands of school fieldtrips every year and logs thousands of hours of community outreach as well.

Since 1995, Gatorland has been providing baby alligators and education programs to numerous science centers and educational institutions across the US.

May 2015: Gatorland opened GATOR SPOT, a 15,000 square-foot reptile oasis inside Fun Spot America - Orlando Theme Park on International Drive in Orlando, FL. The \$1 million attraction features more than 100 alligators, including an extremely rare leucistic "white" alligator, one of only 12 in the world. In addition, Gator Spot showcases an array of exotic birds, snakes, lizards, and two gigantic aquariums filled with baby alligators. Guests may also participate in alligator feedings and snap iconic photographs with the resident reptiles.

## Meetings and Conventions

Gatorland offers a unique, natural setting for day or nighttime functions. From spine-tingling nighttime tours to team building programs, Orlando's Best Half-day Attraction offers you the flexibility to design your own program and the affordability to provide your group a creative event, unique to the destination.

### Entrance

Gatorland's iconic alligator open-jaw entrance was conceptualized and built in 1962 by Frank Godwin, son of the founder of Gatorland. Godwin, Godwin took a taxidermy gator head home, set it on his kitchen table, studied it for weeks and ultimately built the mouth using steel beams, customized rebar and concrete. The entrance is 15-feet wide, 21-feet long, and 14-feet high. The iconic mouth has graced the covers of hundreds of books, magazines, and postcards.

Located on Highway 441/South Orange Blossom Trail in Orlando, Florida.

Established December 1949

Courtesy of Gatorland

This article was edited for length and clarity

Read original article





# **Project 3 Design Process**

## **Magazine Design 2: Data Driven Info**

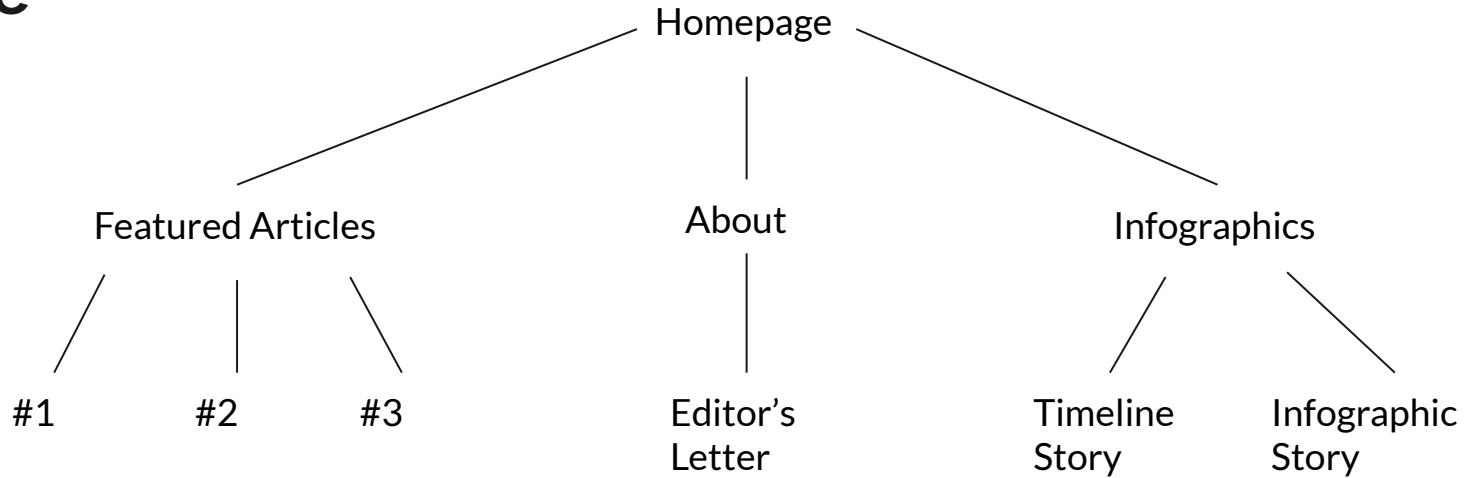
### **Travel Magazine**

Rosalie Talbott



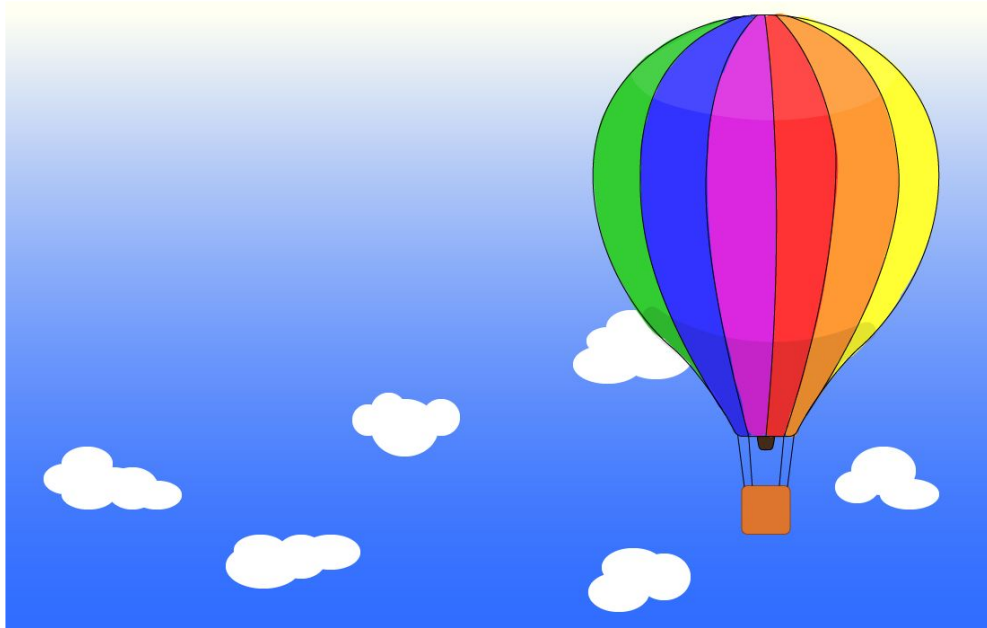


# Magazine Sitemap

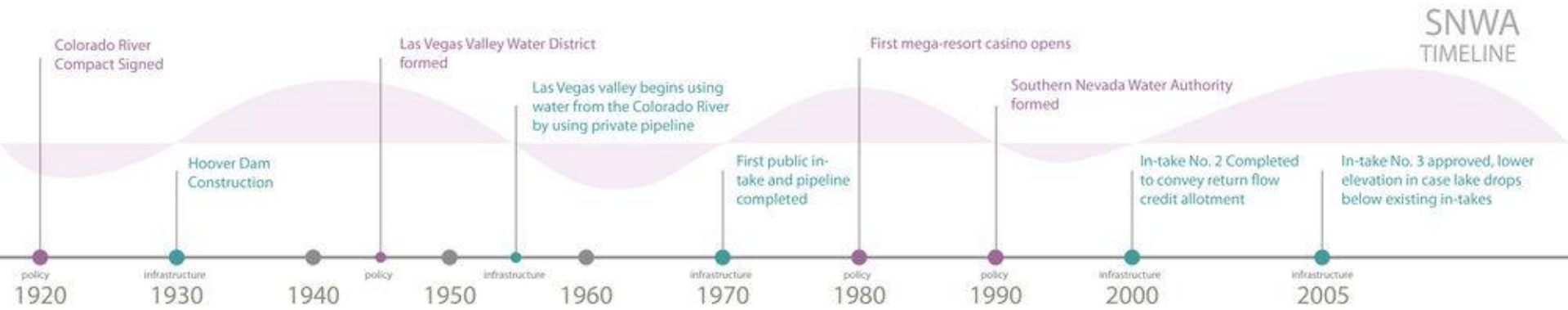
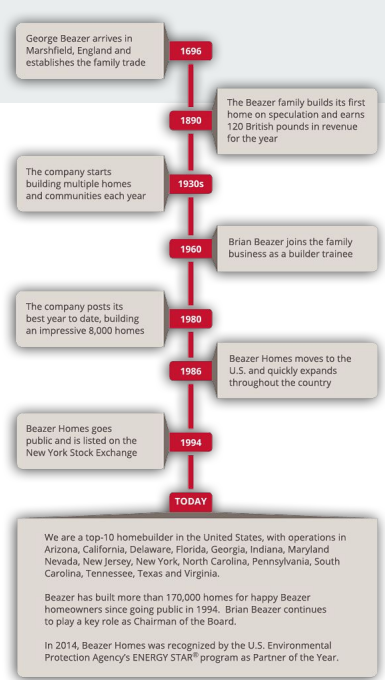




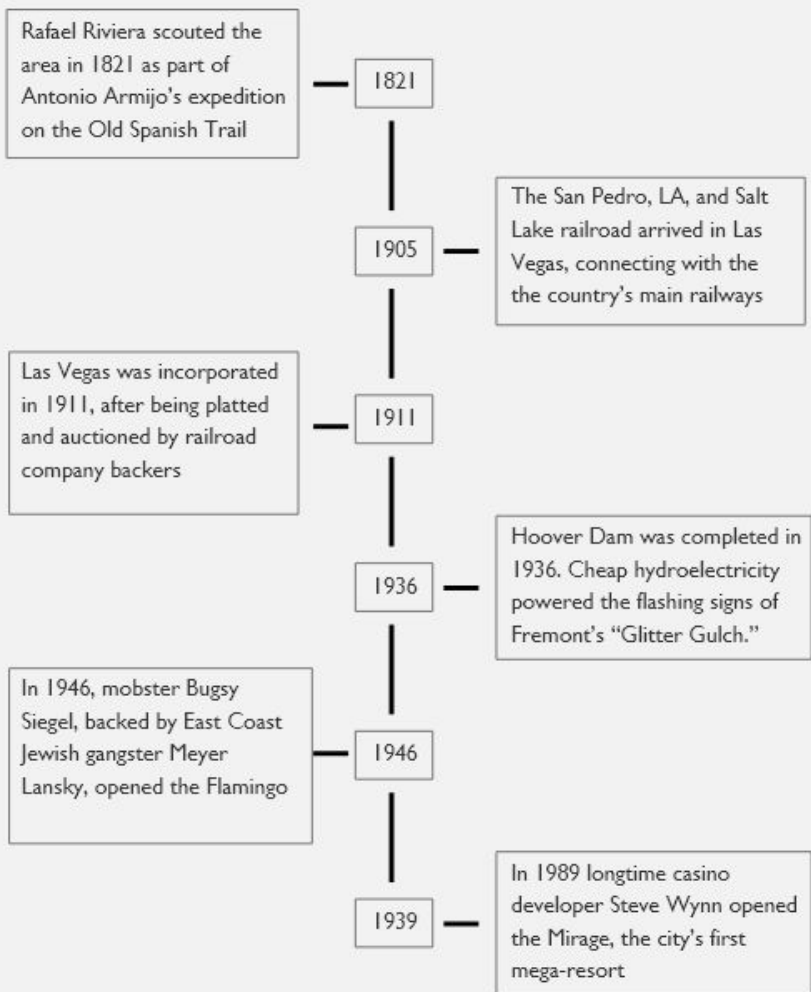
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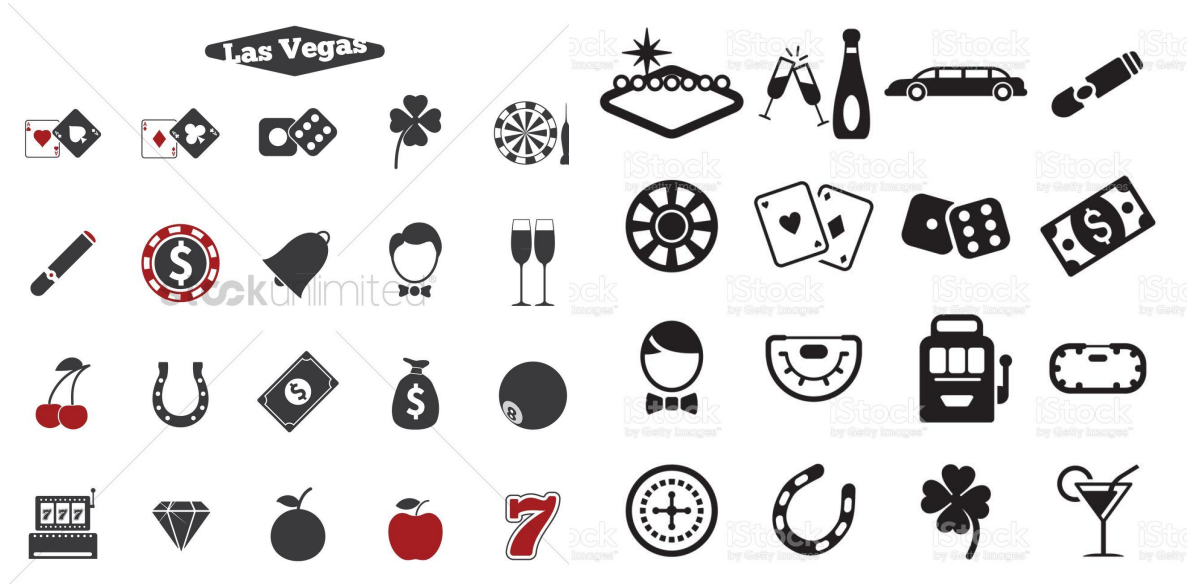
# Timeline inspo



# Timeline Info



# Timeline icons inspo





# Infographic Map Locations



1. San Francisco, CA  
Golden Gate Bridge  
A perfect place for amazing pics
2. Anaheim, CA  
Disneyland  
The happiest place on Earth
3. Utah  
Grand Canyon National Park  
Breathtaking landscape carved by the Colorado River
4. Montana  
Glacier National Park  
Hundreds of miles of scenic trails
5. New Orleans, LA  
French Quarter  
One of the biggest parties in the nation
6. New York  
Times Square  
Be on the lookout for Spider-Man

# Project 4

UI Prototype

Rosalie Talbott



# Design Brief

- Create an Adobe XD website mockup for an online Begovitch Gallery archive:  
Impact! 50 Years of Exhibition Catalog Archives  
Based on artworks from Phillip K. Smith: Five Installations, 2017
- Include:
  - Front page
  - Text-based information (director's foreword, curator's statement, participant information, and data-based information)
  - Image-based information (8+ image slideshow, image information/captions)

# Site Map

Front page

Cover  
Problems

MIX Width: 1400 px

Text

Director's  
Foreword

Curator's  
statement

Text based  
Information  
<h3> <h4> <p>  
Editorial elements

Images

Display  
8 +  
Art work (slideshow)

Images based  
Information

Include navigation  
caption

Participators

List information  
about exhibition  
participators

Data based  
Information

Use List,  
Table  
Infographic

# Fonts

Raleway

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Heavy

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# Colors



Black #000000 | 90% opacity



Black #000000 | 85% opacity



Red #FF0000



Red #FF0000 | 70% opacity



Dark Blue #000060























Dark Blue #000060 | 70% opacity



Dark Blue #000060 | 25% opacity

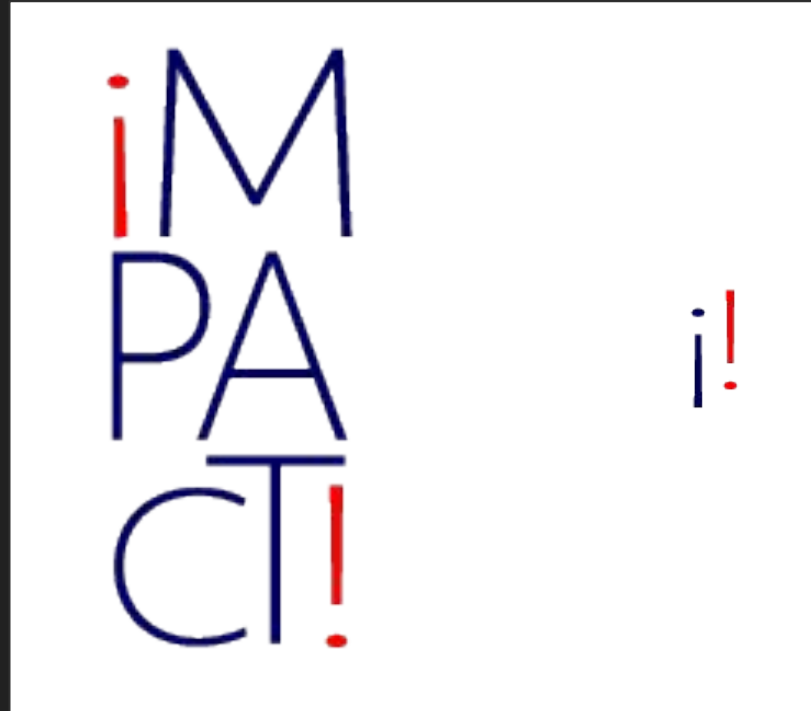
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Logos

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 <p><b>16</b></p>	 <p><b>17</b></p>	 <p><b>18</b></p>	 <p><b>19</b></p>	 <p><b>20</b></p>

### 3 Color Logos



# Logo and Favicon



# IMPACT!

50 Years of Exhibition Catalog Archives

All Years | 1970 1971 1972 ..... 2014 2015 2016 2017 2018 2019 2020 | Nicholas & Lee Begovitch Gallery

[Home](#)

[Foreword](#)

[Gallery](#)

[Acknowledgements](#)

Phillip K. Smith III  
**Five Installations**  
Laguna Art Museum



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Lucid Stead



1/4 Mile Arc





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Phillip K. Smith III  
**Five Installations**  
Laguna Art Museum

## Foreword

By Malcolm Warner  
Executive Director, Laguna Art Museum

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# IMPACT!

50 Years of Exhibition Catalog Archives

All Years | 1970 | 1971 | 1972 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | Nicholas & Lee Begovitch Gallery

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Phillip K. Smith III  
**Five Installations**  
 Laguna Art Museum

## Acknowledgements

By Phillip K. Smith III  
 Artist

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