

## Project Title: St. Louis, MO Website

1. Project Overview
  - a. The goal of the website is to be informational. It should present a brief overview of different aspects of St. Louis so people can gain the information quickly, but also find something to connect to.
2. Resources
  - a. Information can be found on [https://en.wikipedia.org/wiki/St.\\_Louis](https://en.wikipedia.org/wiki/St._Louis). Photos can also be found on the Wikipedia or on Google images.
3. Audience
  - a. The audience will mainly be people wanting to learn more about St. Louis – maybe they are planning on moving or visiting. Therefore, the audience will most likely not include children, but anyone else could potentially view the site.
4. Message
  - a. Although the site is mostly informational, I want the site to show that St. Louis is a nice place to live or visit.
5. Tone
  - a. The tone of the website should be welcoming. The information on the website should leave people interested in STL, and be able to find things they want to do.
6. Visual Style
  - a. I feel like the website should have more of a modern feel in order to show that STL is a growing city where you can find new things to do.
  - b. <https://www.discoverlosangeles.com/events>
    - i. This website looks welcoming, clean, and color
    - ii. Doesn't have to be something like this, but the overall feel of the website is nice
  - c. <https://www.visitkc.com/visitors/things-do#sm.00006167pv62sf78roq1ocvbpzb5a>
    - i. This one feels more simple and easy to navigate