

Introduction

• Interpretation of the task

For this assignment we were supposed to make an A3 poster, and a website for cycling routes in Bergen.

The following routes had to be listed:

- Landås route
- Fana route
- Fyllingsdals route
- Laksevåg route

Each route needed the following criterias:

- Distances
- Estimated time
- Type of road (bicycle lane, cobbled, busy road)
- Intersections and junctions on the roads

The website needed to have some form of interactivity where information regarding each route was shown.

• Concept and target

My concept for this assignment was to create a map showing the different cycle-routes for the A3 poster, and make the same map on the web site, with interactivity. The target audience is people in all ages and gender who wants to experience Bergen by bicycle.

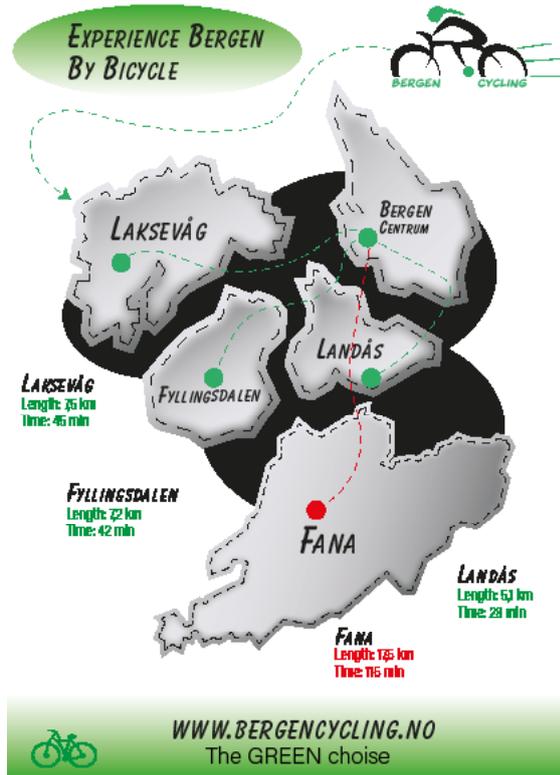
• Message / achieved action

I made the A3 poster, and buildt the website with an image slider, a interactive svg map with “hover” effect where information regarding the routes pops up when mouse-over. I also made a site for each route with a google map on, which you can reach by using the nav-bar. See the final results on the next page.

URL: <http://bergencycle.mikkels1.no/>



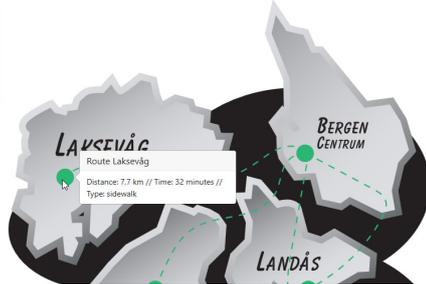
• Poster



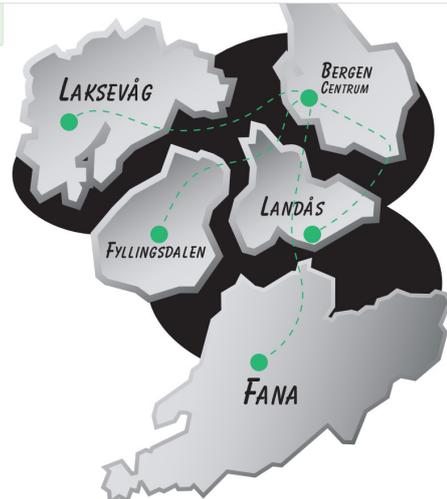
• Web site



Experience Bergen by bicycle
 Mouse over/hover the green circles to get route information.
 (on mobile devices press the green circles)
 For google maps use the links in the navbar.



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Research and work process

- **Creative methods**

For this assignment i started with some sketching for a logo, and the web site. The logo was created in Illustrator, the poster was made in InDesign, and the website was buildt with Dreamweaver and Visual Studio Code.

- **Inspiration methods**

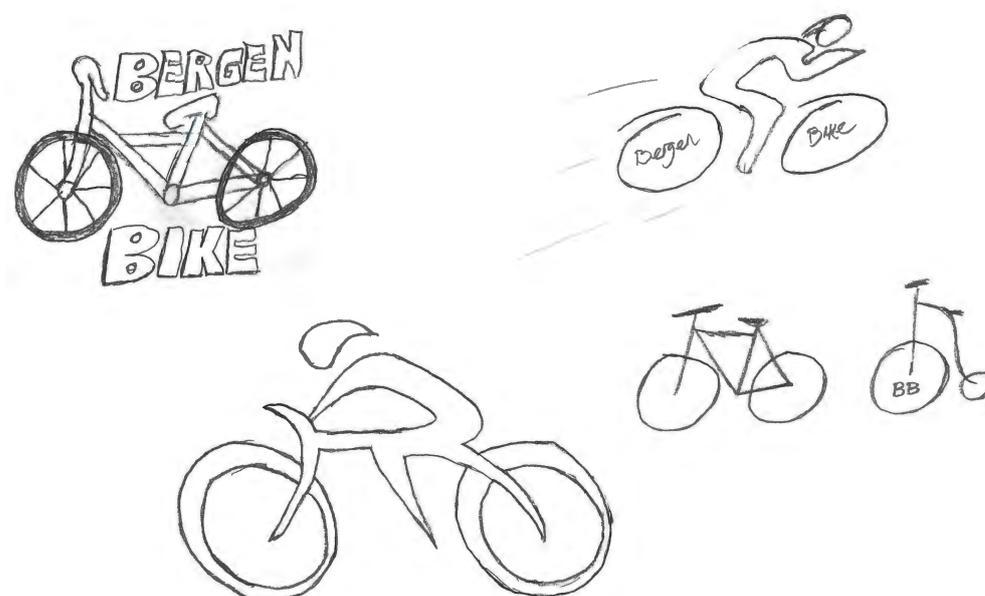
Since I live so far from Bergen the inspiration for this assignment came from the internet. I looked at sites like visitbergen.com.

- **Analysis**

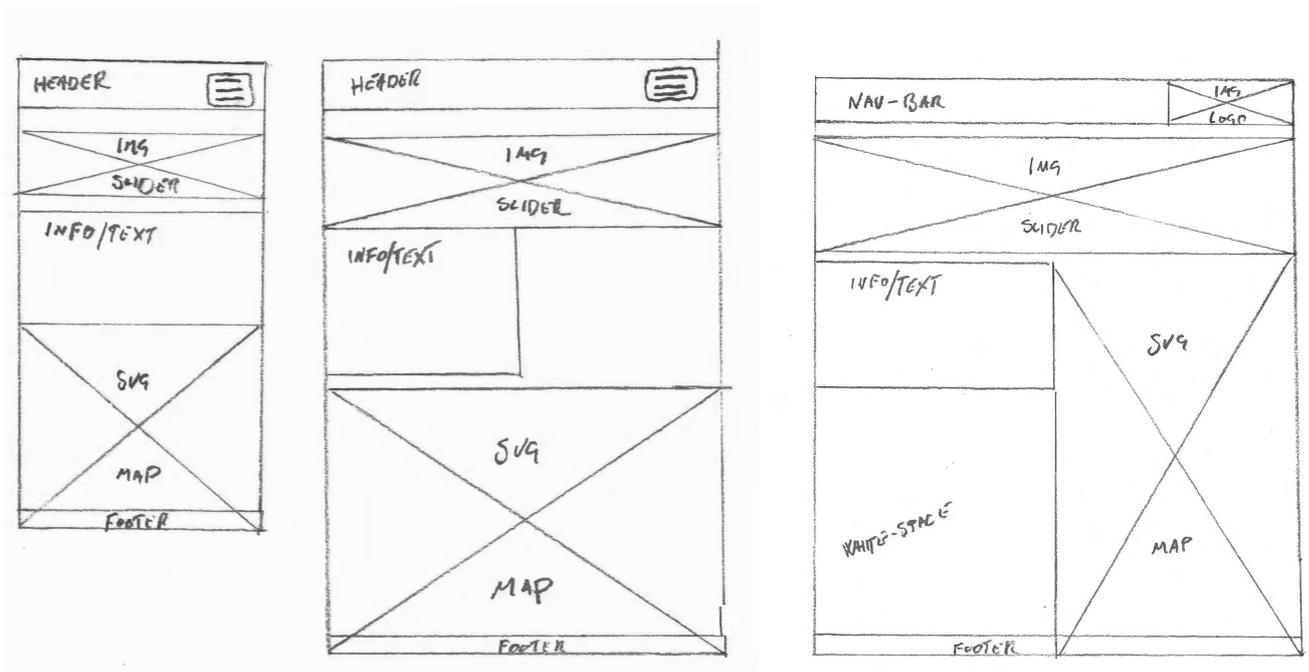
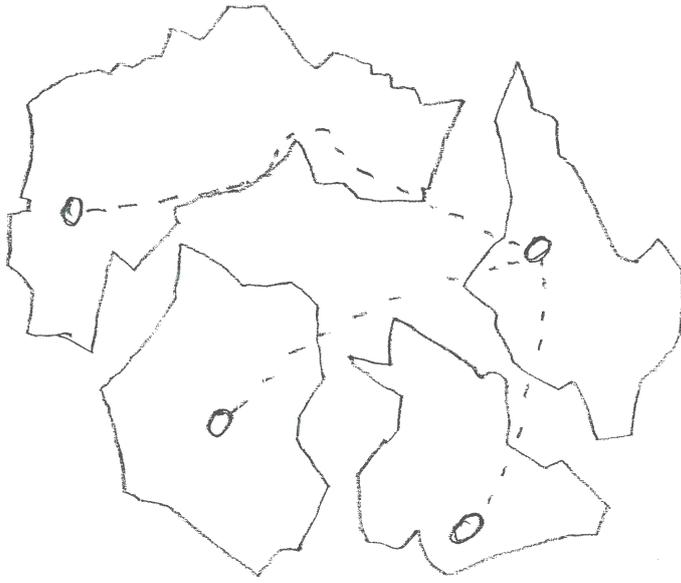
The analyse for this assignment was done by searching for route information for the different routes online. I also spent much time with the web site figuring how to make the map interactive, and the site responsive.

- **Sketches**

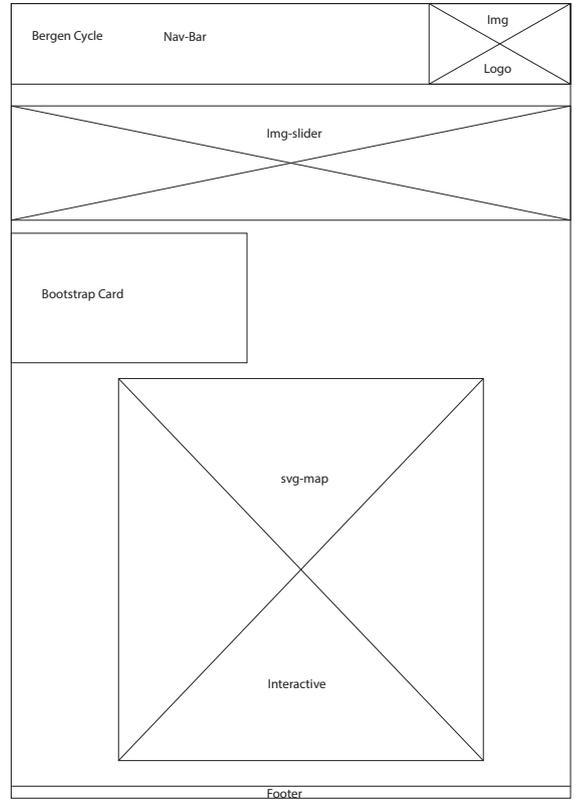
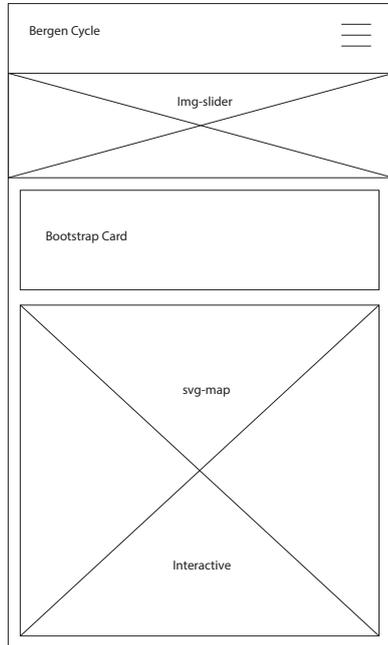
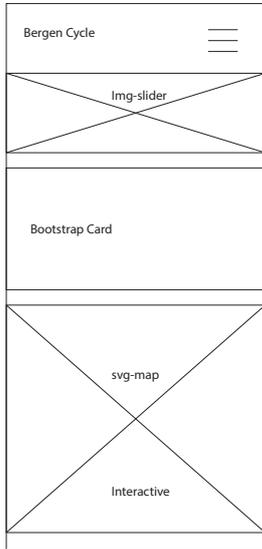
Below are some of my sketches:



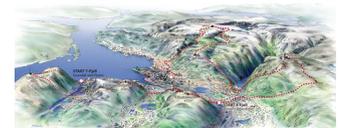
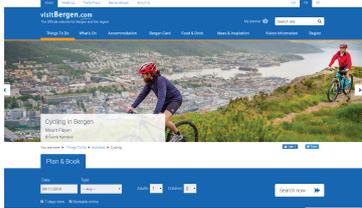
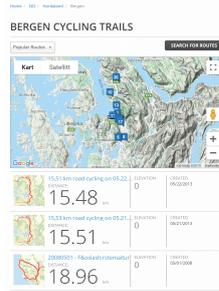
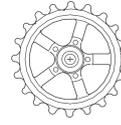
• Sketches



• Wireframe



• Moodboards



Design

• Style/genre

The logo is clearly a combination mark.
The website has communicative design. Easy to maneuver around the site for information. The use of green colour on the website and the logo should refer to the environmentally friendly use of bicycle.

• Typography

The logo and map font is **BLAMBOT PRO BB BOLD**.
I tried to use the font on the website, but decided not to because it didn't work for me, so the font used here is Segoe UI.

• Colours

The colour used is a light green. This to refer to an environmentally friendly feeling. I think the website works good with only one colour and black & white. All colours except the green is also removed from the pictures in the image-slider.

• Composition, Layout, Grid

The layout of the site is responsive, and changes composition from PC to pad and mobile. The site has an informative image slider and an interactive map which displays route-information when you hover it. It is also a navigation bar with links to each route, and a google map for each destination.



- **Sources and references**
 - **HTML Essential Training by James Williamson**
 - **W3C - HTML & CSS**
 - **CSS Fundamentals 1 by Christina Truong**
 - **CSS Fundamentals 2 by Christina Truong**
 - **Smashing Book 1 article: The Art and Science of CSS-Layouts**
 - **Responsive Web Design in the Browser by Morten Rand-Hendriksen**
 - **Top 25 Viral Marketing Examples and Techniques for 2019**
 - **www.visitbergen.no**
 - **www.w3schools.com**
 - **<https://www.sykkelbyenbergen.no>**

