

# ROTT ROCKS

## Student Project Brief

*A fictional multi-page tourism website project for learning responsive web design, reusable patterns, accessibility, and clear content structure.*

<b>Project type</b>	Multi-page tourism / experience website
<b>Difficulty</b>	Late beginner to intermediate
<b>Learning focus</b>	Design-to-code planning, HTML structure, CSS layout, responsive design, accessibility, and reusable components
<b>Deliverable</b>	A working five-page responsive website plus short project reflection

### 1. Project Overview

Rotto Rocks is a fictional tourism website promoting guided experiences on Rottnest Island, Western Australia.

The site should feel relaxed, coastal, adventurous, and trustworthy. It is aimed at visitors who want to explore the island beyond a basic day trip, with a focus on nature, history, walking trails, cycling, beaches, and small-group experiences.

You will use this brief to create a responsive multi-page website using structured HTML, CSS, reusable layout patterns, and accessible content.

### 2. Client Brief

**Business name:** Rotto Rocks

**Possible tagline:** Discover the island beyond the postcard.

Rotto Rocks offers guided walking, cycling, and coastal discovery experiences on Rottnest Island. The business helps visitors explore the island's beaches, history, wildlife, and hidden corners through relaxed, small-group tours.

The website needs to introduce the business, explain the available experiences, help visitors choose the right tour, and encourage bookings or enquiries.

### 3. Target Audience

- Tourists visiting Perth or Western Australia
- Families planning a day trip to Rottnest Island

- Couples or small groups looking for relaxed outdoor experiences
- Local residents wanting a guided island experience
- Visitors interested in beaches, wildlife, history, photography, and slow travel

## 4. Website Goals

- Help users understand what Rotto Rocks offers.
- Let users browse different island experiences.
- Allow users to compare tours by duration, activity level, and interest.
- Provide practical planning information before visiting.
- Encourage booking enquiries.
- Build confidence that the tours are safe, organised, and beginner-friendly.

## 5. Required Pages

Page	Purpose	Suggested Sections
Home	Introduce Rotto Rocks and guide users to key experiences.	Hero, short intro, featured tours, why explore with us, island highlights, testimonial, CTA.
Experiences / Tours	Present available tours in a clear, scannable layout.	Intro, tour cards, tour details, comparison section, booking CTA.
About Rotto Rocks	Build trust and explain the values behind the business.	Story, guide expertise, slow tourism, sustainability, small-group benefits.
Plan Your Visit	Help visitors prepare for their Rottnest Island experience.	What to bring, getting there, weather, accessibility, safety, FAQs.
Contact / Booking Enquiry	Let users enquire about a tour.	Contact form, booking enquiry details, phone/email, social links, ferry/location notes.

## 6. Sample Tour Content

### Wadjemup Highlights Walk

**Duration:** 2 hours

**Activity level:** Easy

**Best for:** First-time visitors, families, relaxed explorers

A gentle walking tour introducing visitors to Rottnest Island's beaches, history, wildlife, and iconic coastal views.

### Beaches & Bays Cycling Tour

**Duration:** Half day

**Activity level:** Moderate

**Best for:** Active visitors, couples, small groups

A guided cycling experience through some of the island’s most beautiful bays, with plenty of stops for photos, stories, and ocean views.

### Quokka & Coastal Discovery

**Duration:** 90 minutes

**Activity level:** Easy

**Best for:** Families, wildlife lovers, short-stay visitors

A relaxed tour focused on quokkas, coastal habitats, and responsible wildlife encounters.

### Sunset Rocks Experience

**Duration:** 2.5 hours

**Activity level:** Easy to moderate

**Best for:** Couples, photographers, reflective travellers

An evening experience designed around golden-hour views, quiet beaches, and the changing colours of the island coastline.

## 7. Brand Direction

Rotto Rocks should feel coastal, friendly, trustworthy, relaxed, nature-aware, and adventurous without being extreme.

Use clear, warm language. Avoid over-the-top tourism clichés. Enthusiastic is good; breathless is not required.

### Suggested Colour Palette

Use	Name	Hex
Deep ocean	Navy blue	#123C55
Coastal blue	Teal blue	#2A9DAD
Sand	Warm beige	#F2D6A2
Rock	Soft grey	#6E777A
Sea foam	Pale aqua	#D9F1EF
Sunset accent	Coral	#E76F51
White	Background	#FFFFFF

### Typography Direction

- Friendly Tourism: Montserrat headings with Open Sans body text.
- Coastal Editorial: Playfair Display headings with Source Sans 3 body text.
- Clean Modern: Poppins headings with Inter body text.

## 8. Image Direction

Use images that show Rottnest beaches, coastal paths, bikes, ferries, limestone rocks, quokkas, clear water, people walking or exploring, and sunset or golden-hour coastline.

Suggested image search terms:

- Rottnest Island
- Western Australia beach
- Australian island coastline
- cycling by the coast
- coastal walking trail
- turquoise water beach
- island ferry
- quokka
- beach rocks
- sunset beach Australia

Images must include meaningful alt text, be optimised for web use, and use consistent ratios in cards where possible.

## 9. Reusable Components

- Header / navigation
- Hero section
- Tour card
- Feature card
- Content section
- Call-to-action banner
- Footer
- Contact form layout

## 10. Suggested Wireframe Structure

**Home:** Header, hero, intro, featured experiences, why choose us, island highlights, visitor quote, CTA, footer.

**Experiences:** Header, page intro, tour grid, comparison section, booking info, CTA, footer.

**About:** Header, page intro, business story, guide/values section, responsible tourism, CTA, footer.

**Plan Your Visit:** Header, page intro, what to bring, getting there, safety/weather, FAQs, CTA, footer.

**Contact:** Header, page intro, contact form, booking details, practical contact information, footer.

## 11. Accessibility Requirements

- Semantic HTML structure
- Clear heading hierarchy
- Descriptive link text
- Keyboard-accessible navigation
- Sufficient colour contrast
- Useful image alt text
- Form labels connected to inputs
- Visible focus states
- Responsive layout without horizontal scrolling
- Buttons and links that are easy to tap on mobile

## 12. Responsive Design Requirements

- Single-column layouts on mobile
- Card grids on wider screens
- Navigation that adapts on smaller screens
- Flexible images
- Readable line lengths
- Adequate spacing around buttons and form fields

## 13. Technical Structure Option

A simple static HTML/CSS version could use this structure:

```
rotto-rocks/  
├── index.html  
├── experiences.html  
├── about.html  
├── plan-your-visit.html  
├── contact.html  
├── assets/  
│   ├── images/  
│   └── icons/  
├── css/  
│   ├── base.css  
│   ├── layout.css  
│   ├── components.css  
│   └── utilities.css  
└── README.md
```

## 14. Student Deliverables

- A working responsive website
- At least five pages
- Reusable layout patterns
- A consistent visual design

- Accessible navigation and forms
- Optimised images with alt text
- A short project reflection

## 15. Reflection Questions

1. What content patterns appeared across the site?
2. Which sections became reusable components?
3. How did the design change between mobile and desktop?
4. What accessibility checks did you complete?
5. What was the most difficult layout decision?
6. How did the project brief guide your design choices?
7. What would you improve if this became a real client website?

## 16. Success Criteria

- The business and tours are clearly explained.
- Navigation is consistent across all pages.
- Reusable components or repeated design patterns are visible.
- The site works well on mobile and desktop.
- HTML is semantic and content is readable.
- Tour information is clear and scannable.
- There is a strong enquiry or booking pathway.
- The visual design feels connected to Rottnest Island and coastal tourism.

## 17. Suggested Tutorial Sequence

### Part 1: Read the Brief and Plan the Site

Understand the client brief, identify required pages, create a content inventory, sketch page sections, and identify repeated patterns.

### Part 2: Build the Home Page Structure

Create semantic HTML for the header, hero, cards, footer, and basic responsive CSS layout.

### Part 3: Create the Multi-Page Site

Add Experiences, About, Plan Your Visit, and Contact pages while reusing the header, footer, and shared card patterns.

### Part 4: Refactor Reusable Components

Identify repeated layout blocks and refactor cards, CTA sections, page headers, and shared CSS classes.

## **Part 5: Polish, Test, and Deploy**

Run accessibility checks, responsive testing, image optimisation, SEO basics, and a deployment checklist.

# Rotto Rocks Wireframe Options

Each required page has two design variations.

Students should choose one variation per page before building.

The following sheets place Variation A and Variation B side by side so the choice feels manageable and deliberate.

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**Build one chosen design direction. You do not need to build both versions.**

# Home Page

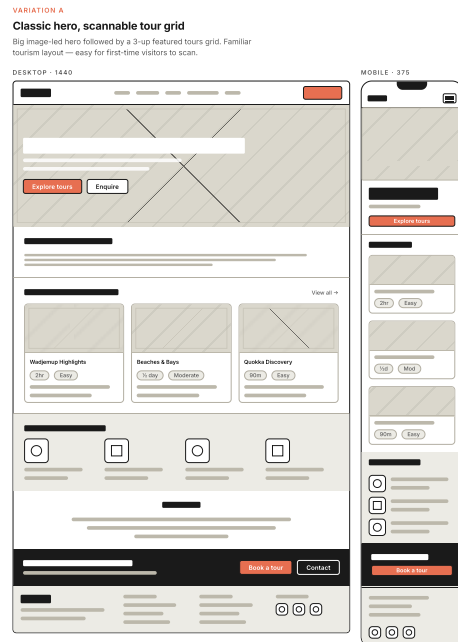
Introduce Rotto Rocks and guide users to key experiences.

## Variation A: Classic hero, scannable tour grid

Big image-led hero followed by a familiar 3-up featured tours grid.

### Build notes

- Full-bleed hero image places brand atmosphere first — consider how much text overlays the image.
- Featured tours = 3-up Tour card component, reused on Experiences page.
- Why-us strip = 4-up Feature card component (icon + heading + small text).
- Mobile collapses everything to single-column; nav uses burger menu.



## Variation B: Editorial split hero, story-driven flow

Title sits beside imagery. Tours and highlights feel more editorial.

### Build notes

- Split hero gives more breathing room to copy — works well when the headline is the hook.
- Horizontal scroll tours show "there's more" — but reconsider on mobile if scroll affordance isn't obvious.
- Alternating image/text rows reuse a single Content section component flipped left/right.
- Accent-coloured CTA strip near the footer keeps booking visible after long scroll.



# Experiences / Tours

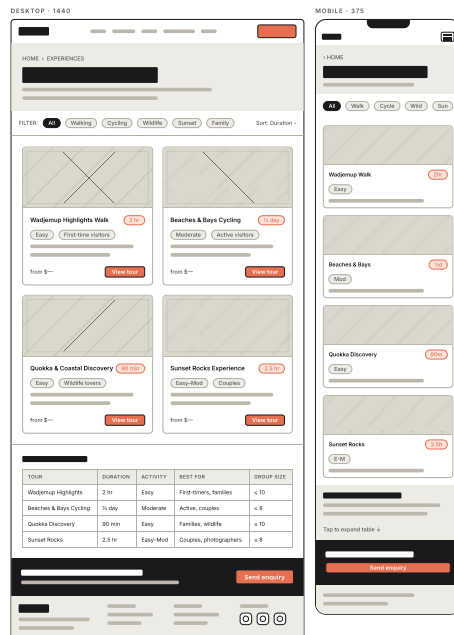
Help visitors compare tours by duration, activity level, and interest.

## Variation A: Filter chips + tour grid

A catalogue-style layout with quick filters and a uniform tour grid.

### Build notes

- Filter chips above the grid are quick to scan and easy to make keyboard-accessible.
- Comparison table is the structured-data take — best for analytical visitors; on mobile, becomes a tap-to-expand.
- Same Tour card as Home — students see the value of reusable components here.

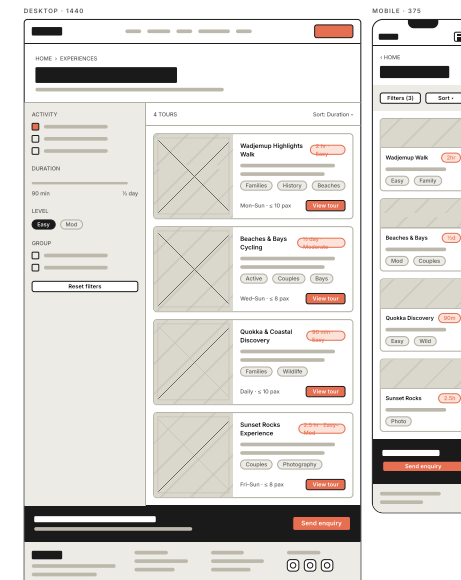


## Variation B: Sidebar filters + detailed list

A richer browsing layout with sidebar filters and wide list cards.

### Build notes

- Sidebar filters scale up well — but on mobile they collapse to a "Filters" sheet/drawer.
- Wide list cards give room for more chips, group size, and schedule notes.
- Consider whether students should build the slider/checkbo controls themselves or use native inputs styled with CSS.



# About Rotto Rocks

Build trust through story, guide expertise, values, and responsible tourism.

## Variation A: Story-led with values strip

Linear story flow with values, founder content, sustainability, and CTA.

### Build notes

- Two-column story keeps reading rhythm comfortable on desktop; stacks on mobile.
- Values strip reuses the Feature card component from Home.
- Founder card uses the coral surface to draw the eye without a separate hero.



## Variation B: Magazine-style alternating sections

Long-form editorial rhythm with pull quote and alternating content rows.

### Build notes

- Numbered chapters make a long page feel like a walk — good fit for slow-tourism positioning.
- Alternating image/text row is one component flipped — a great refactor example for students.
- Coral CTA strip closes the page with a soft hand-off to "Plan your visit". Plan your visit →



# Plan Your Visit

Help visitors prepare with practical travel, weather, safety, and FAQ content.

## Variation A: Quick-info strip + checklists

Fast answers first, then structured checklist and FAQ content.

### Build notes

- Quick-info chips at the top answer the four most-asked questions before any scrolling.
- Numbered Feature cards reuse the same shell as values/why-us — just with a number badge.
- FAQ uses a basic <details>/<summary> accordion — keyboard-accessible by default. + Send enquiry Send enquiry

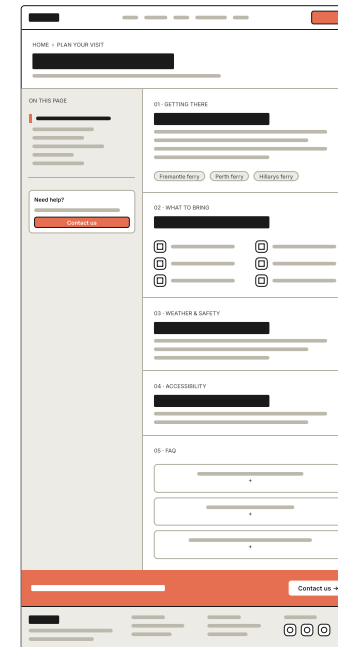


## Variation B: In-page nav + long sections

Long-form planning page with orientation support for heavier content.

### Build notes

- Sticky in-page nav improves orientation on a long page — but only at desktop widths.
- Mobile collapses the side nav to a chip strip — students learn the same content, two layouts.
- Numbered sections (01, 02...) re-use a single section-header pattern.



# Contact / Booking Enquiry

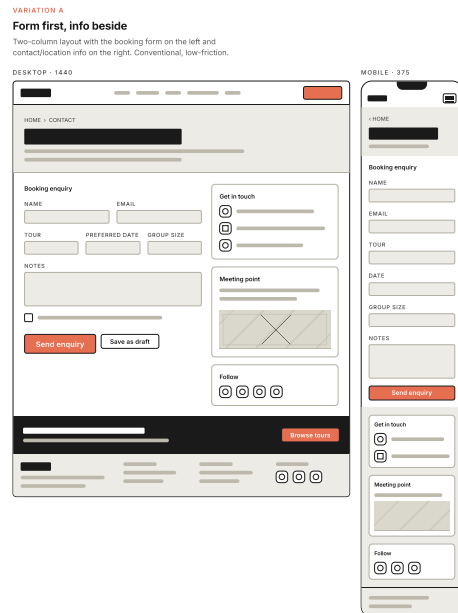
Let visitors enquire about a tour and find practical contact details.

## Variation A: Form first, info beside

Conventional booking layout with the primary form visible immediately.

### Build notes

- Form on the left = primary action visible first; info on the right is supporting.
- All inputs have label + input in a single component — students should reuse this pattern.
- Mobile stacks the columns but keeps the same field order so muscle memory carries over.

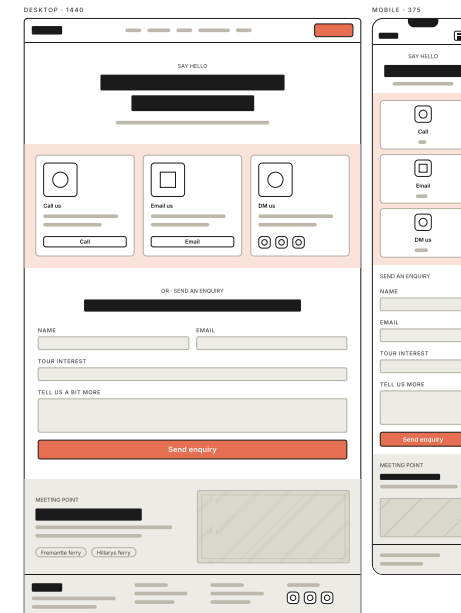


## Variation B: Friendly hello + centred form

Lower-pressure contact page with contact cards before the form.

### Build notes

- Offering three contact methods upfront respects how different visitors prefer to reach out.
- Centered narrow form (max-width ~520px) keeps line lengths comfortable — also reusable on a newsletter signup.
- Meeting-point card finishes the page with practical, location-grounded reassurance.



# Reusable Component Reference

Use these pages to spot repeated structures before refactoring CSS.

## Component overview

### Reusable components

Eight building blocks from the brief, drawn in isolation so they can be designed once and used everywhere. The whole point of a component library: change in one place, update everywhere.

Header · Hero · Tour card · Feature card · Content section · CTA banner · Footer · Contact form

**Refactor tip:** when you build the pages, repeat first — copy/paste freely. Then look for the repetition and move it into a single CSS class or HTML partial. That's the lesson Part 4 of the tutorial sequence is teaching.

#### 01 · HEADER / NAVIGATION

##### Site header

Sits at the top of every page. Logo on the left, primary nav, single accent CTA on the right. Collapses to a burger on mobile.

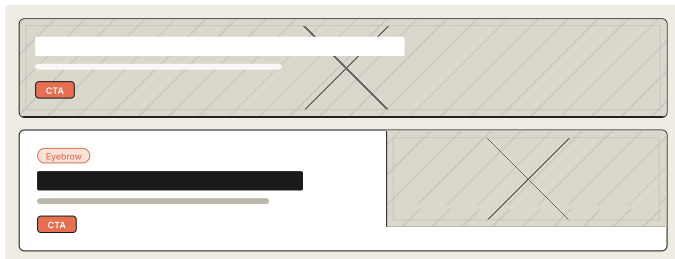


**Used on:** every page · **HTML:** <header> with <nav> inside · **A11y:** include a skip link, mark current page with aria-current.

#### 02 · HERO SECTION

##### Page hero

Two variants: full-bleed image with overlaid title (atmospheric) or split text + image (editorial). Pick one per page; don't mix.



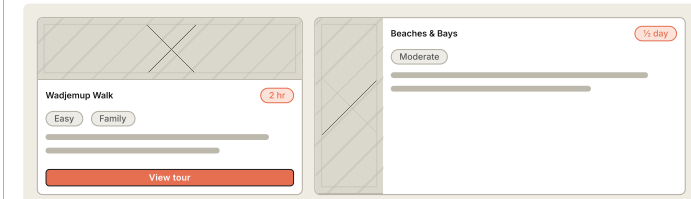
**Used on:** Home, About (full-bleed) · Experiences, Plan, Contact (slim variant) · **A11y:** ensure overlaid text has 4.5:1 contrast against the image.

## Tour and feature cards

#### 03 · TOUR CARD

##### Tour card

The single most-reused block on the site. Image, title, duration + activity chips, short description, action.

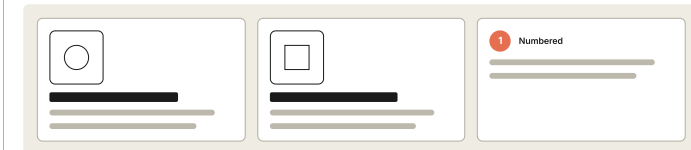


**Variants:** vertical (grid view) · horizontal (list view) — same fields, different layout. **HTML:** <article> wrapping <h3> + image + content.

#### 04 · FEATURE CARD

##### Feature card

Icon + short heading + supporting text. Appears in "why us", "values", "what to bring", and quick-info strips.



**Variants:** with icon · with number badge (for steps) · with image (sustainability section). One CSS class, three modifiers.

# Reusable Component Reference, continued

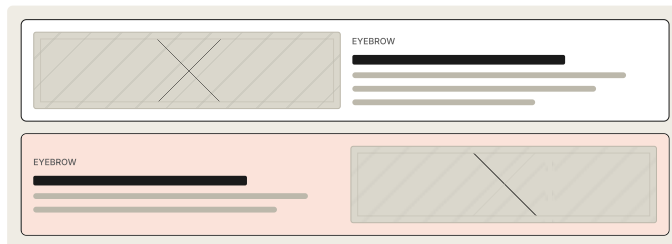
Shared rows, CTA banners, footer, and form patterns.

## Rows, CTA, footer

### 05 - CONTENT SECTION

#### Image + text row

A 50/50 row with image on one side and text on the other. Flip the direction in CSS for alternating layouts.

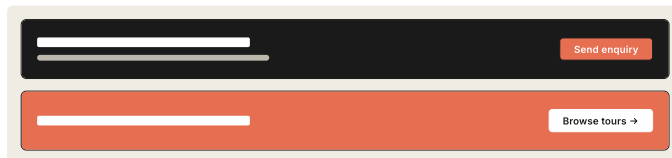


**Refactor:** one component, two modifiers (.row--reverse, .row--accent). Stacks to single column under 768px.

### 06 - CTA BANNER

#### Call-to-action banner

Closes most pages. Heading + supporting line + button. Use sparingly — one per page.



**Variants:** dark surface (high contrast) - coral surface (warmer end-of-page). Pick one tone per page so the eye knows where the CTA is.

### 07 - FOOTER

#### Site footer

Four-column on desktop; brand + tagline, primary links, secondary links, socials. Collapses to single column on mobile.



**HTML:** <footer> with nested <nav>s. **Atty:** social links need descriptive labels (aria-label="Rotto Rocks on Instagram"), not just icons.

## Booking enquiry form

### 08 - CONTACT FORM

#### Booking enquiry form

Eight fields: name, email, tour, date, group size, notes, consent, submit. Two columns on desktop, one on mobile.

**Atty:** every <label> connected to its input via for/id. Visible focus states. Required fields marked with text, not colour alone.

*Rotto Rocks · wireframes* · low-fi layouts to plan structure, content, and reusable components before writing HTML & CSS.