

Amici d' Italia

"a little pasta, a little vino, a little conversation"

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Concept Note

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Project Overview

Amici d' Italia, a non-profit organization started in 1997 dedicated to fostering Italian culture and heritage in the Atlanta community. The club host several events per year covering all different aspects of Italian culture. Some of there past events have included pizza, pasta, espresso, dessert, sampling Italian food and wine, viewing Italian movies, visits to local shops and art galleries featuring Italian wares and artists.

The goal is to create a website that will attract all age groups with and interest in learning more about the Italian culture, get the information out to newcomers on the site, offer free membership, provide information events and about volunteering for upcoming events and monthly highlights.

Target Audience

The club would like to attract all age groups and anyone with a serious interest in learning more about Italian culture and meeting new people with similar interest in the Atlanta area. They would also like to get the word out to newcomers in the community who might have belonged to other Italian groups in other cities.

Design

The Amici d' Italia Atlanta site will use a fun, open, clean and inviting approach. This will be accomplished by using...

1. The colors of the Italian flag
2. A festive header font and graphic elements in the header and navigation status indicators
3. Catchy fun introductions on each page that joke or play on Italian stereotypes and culture

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Amici d' Italia Home Page



Amici d' Italia Gallery Page



Technology Used

XHTML, CSS, PHP (Basic), JavaScript, Photoshop and Illustrator

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Sitemap

