

ALBUQUERQUE FOOD & NIGHTLIFE

This Academic project was given to me when I was studying Graphic Design. The purpose of this project was to create a website to attract and aid tourism in Albuquerque. I was assigned cuisine and nightlife. I created the logo using Illustrator, and all the hero images were gathered from Unsplash and edited in Photoshop to make them more cohesive.

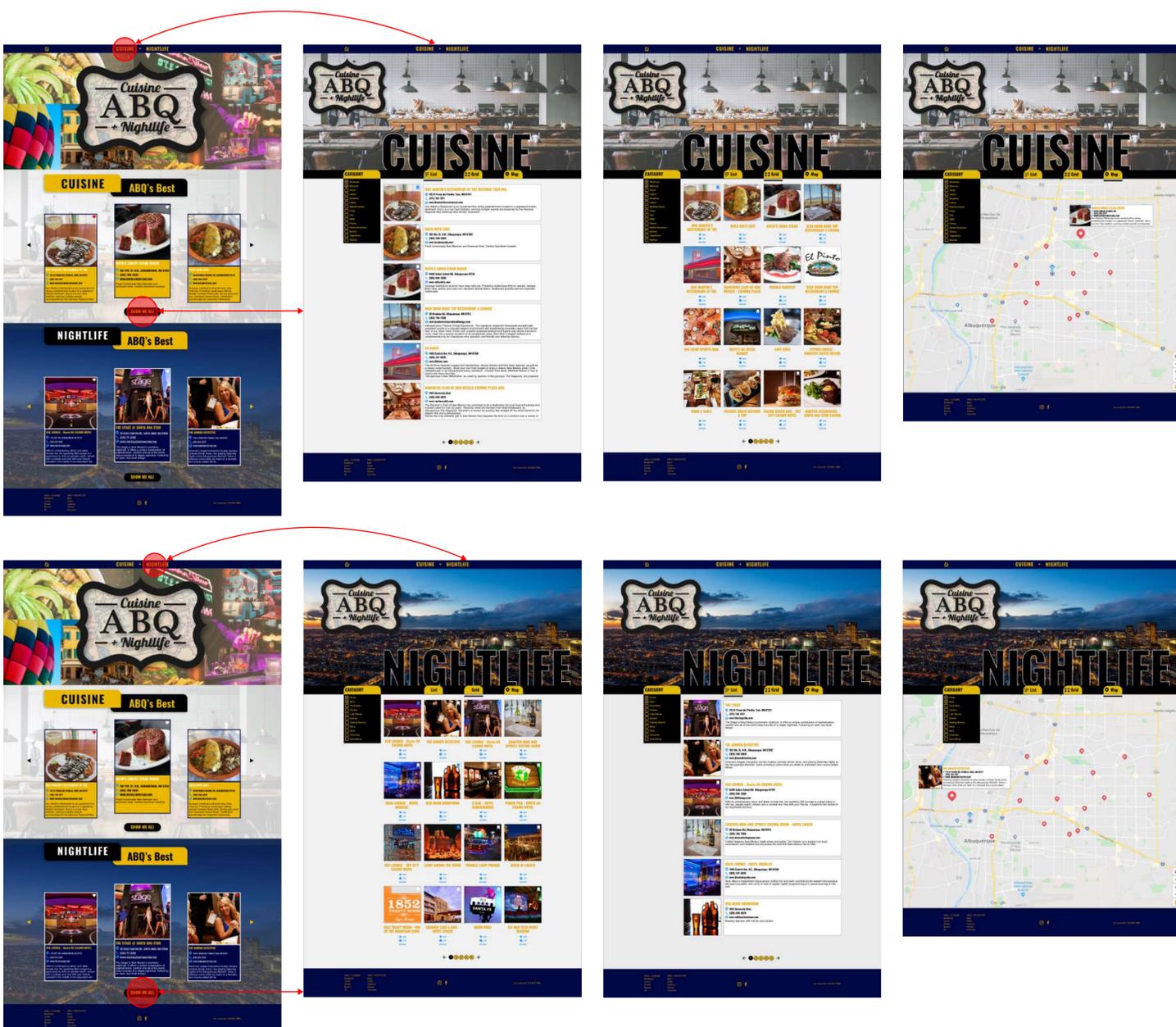
My first idea for this project was to create a clear separation between food and nightlife to avoid too many results that would not be relevant for the time of the day. I changed the word food for Cuisine because it sounds much more inviting. While you can find restaurants and activities in the NIGHTLIFE part of the website, you can only find restaurants in the CUISINE part of this website.

The user can use the carousel view in the home page to see the most relevant establishments first, or he can click on the links on the top (Cuisine or Nightlife), or the SHOW ME ALL button to navigate to the results view.

I created a category list and three different result views to make it more convenient for the user:

- The **List view** shows the establishment and gives the user access to all it's relevant information.
- The **Grid view** shows the name of the establishment and access to comments, likes and pictures from other users.
- And finally, the **Map view** shows the user's personal location and close establishments that are relevant to the users category selection and distance.

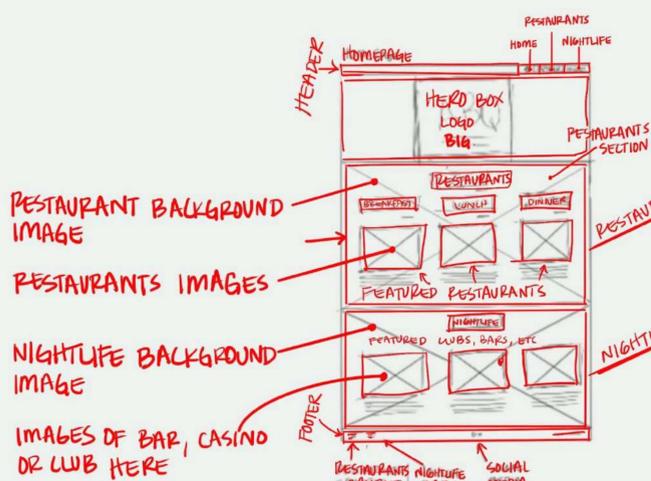
Unfortunately, I lost the file that had access to the prototype, but I am very proud of this design and wanted to share it with you. Remember, this project was done 6 months before I even knew what User Experience was.



SKETCHES AND IDEAS

- VERY SIMPLE WEBSITE. ONLY 3 PAGES.
- 1. HOMEPAGE
- 2. CUISINE PAGE WITH 3 VIEWS: LIST, GRID & MAP.
- 3. NIGHTLIFE PAGE WITH 3 VIEWS: LIST, GRID, MAP.

THESE 3 PAGES ARE THE SAME SECOND PAGE FOR RESTAURANTS JUST DIFFERENT VIEWS.



THESE 3 PAGES ARE THE SAME SECOND PAGE FOR NIGHTLIFE JUST DIFFERENT VIEWS.

Thank you for your time. If you have any questions about my work or design choices, contact me at ricardo@rilohtx.com.