

Abigail Chipman  
WNM 608 - Tech 2  
Assignment 3.2  
Midterm Proposal





# Mood Board

## Mood Words:

Fun  
Happy  
Playful  
Sparkly  
Energetic  
Unique

## Logo:



## Fonts:

Heading 1

Mountains of Christmas bold

Heading 2

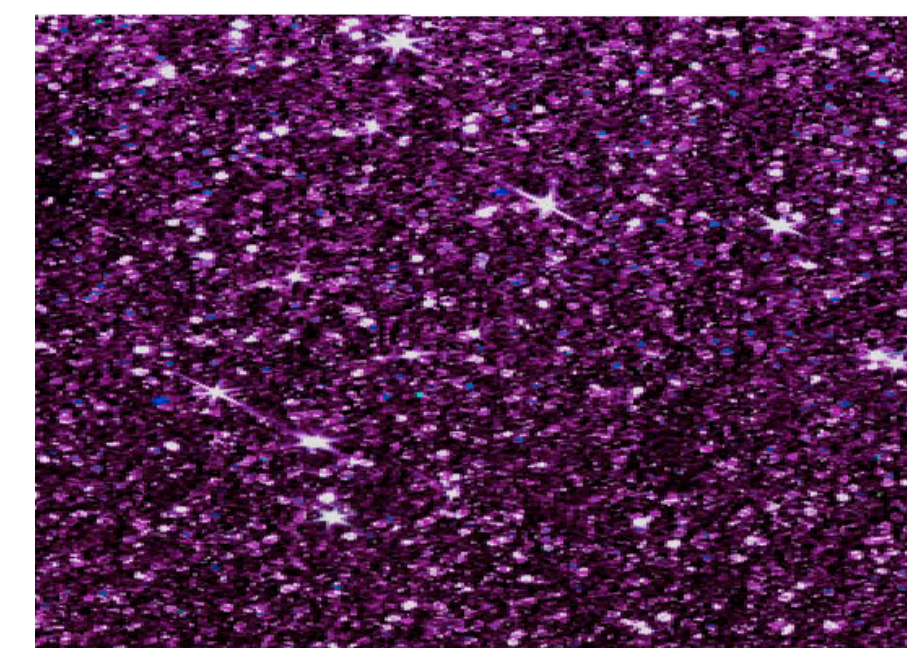
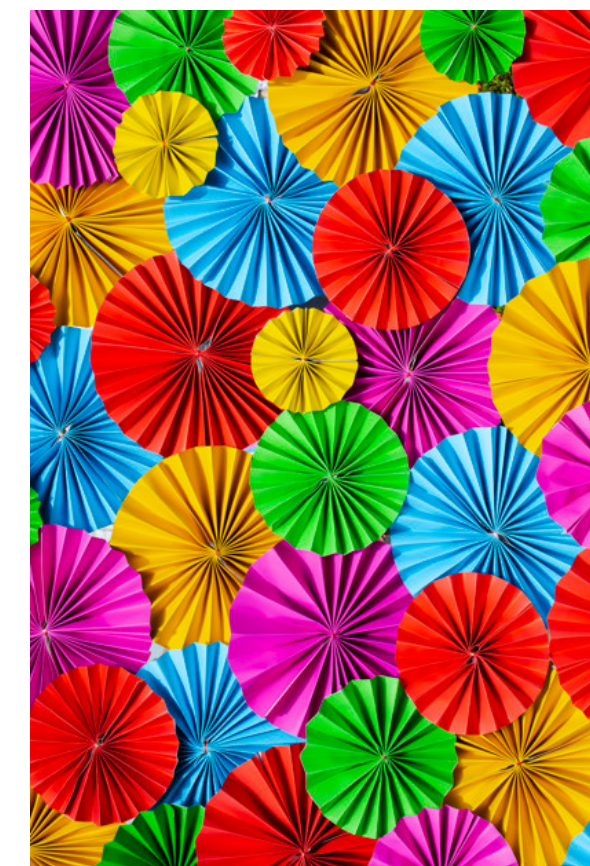
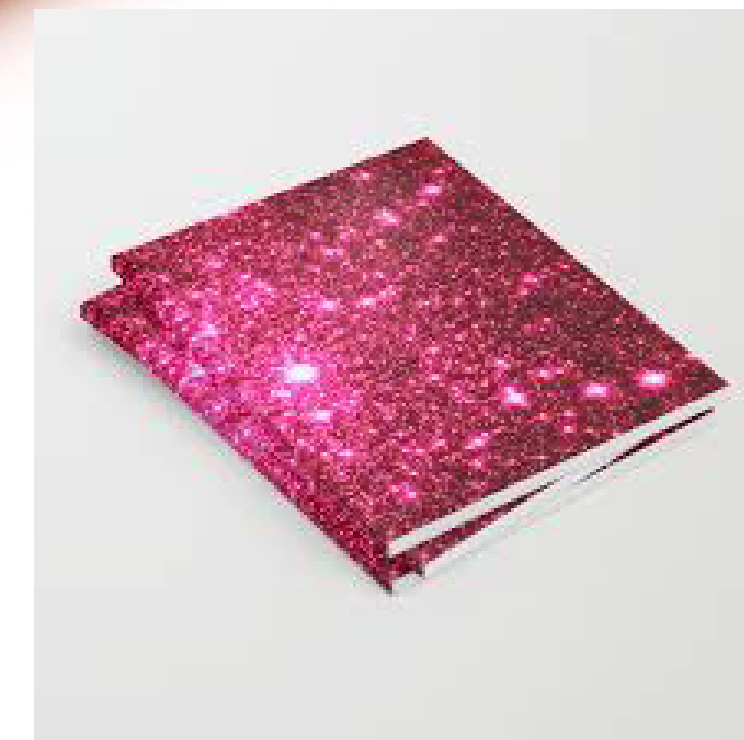
Spicy Rice Regular

Heading 3

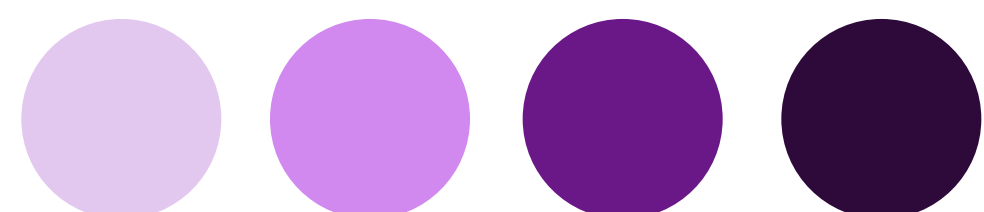
Gill Sans Semibold

Paragraph

Gill Sans Light



## Color Ramp:



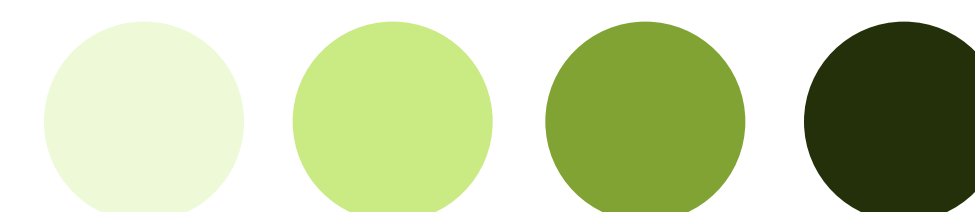
#e2c7ef #d189ef #6a1787 #2e0a3a



#f9e1f3 #fccaed #7c1f69 #350428



#f7e2b7 #ffcc42 #bf9932 #403311



#eef9d7 #caea83 #80a333 #233009



Logo

nav nav nav nav

Headline

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Logo

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products

Notebooks

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Bookmarks

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Ink Pens

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Pop-up Cards

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# Wireframes - Product & Cart Pages

Logo

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Recently Viewed:

Product

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personalization:

- 1 + Add to Cart

You May Also Like:

Logo

nav nav nav nav

cart

Product

personalization:

- 1 + Wishlist Remove

Price

Product

personalization:

- 1 + Wishlist Remove

Price

Product

personalization:

- 1 + Wishlist Remove

Price

Before You Go:

Add to Cart

Add to Cart

Add to Cart

Add to Cart

Sub-Total

Taxes

Shipping

Total

CHECKOUT

Continue as Guest