

ASSIGNMENT PART B – STORYBOARD AND NAVIGATION, FILE STRUCTURE AND STYLE GUIDE

WEB DESIGN TERM 4 - HOLMESGLEN

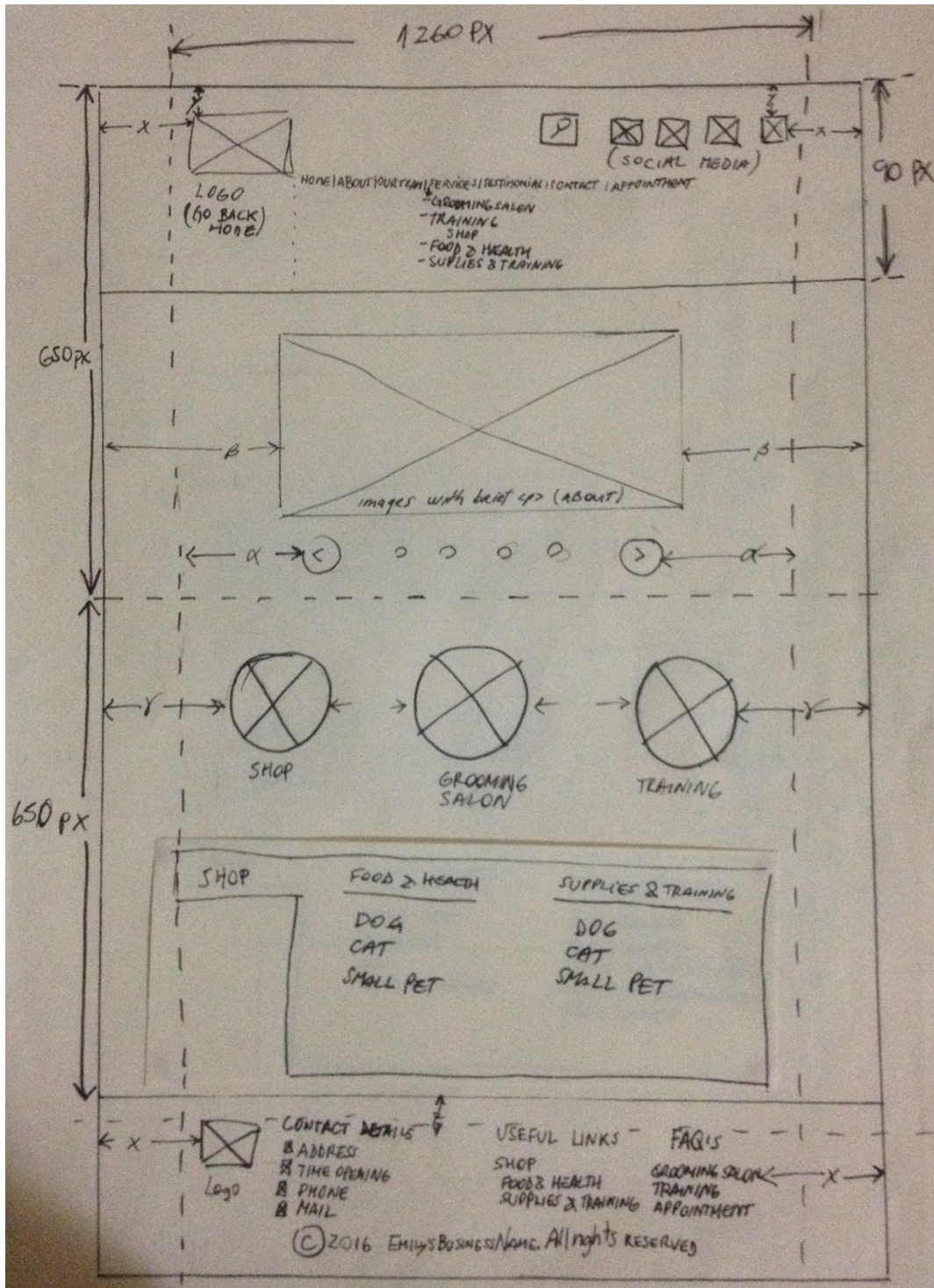
DIEGO RIVERA - 100543889

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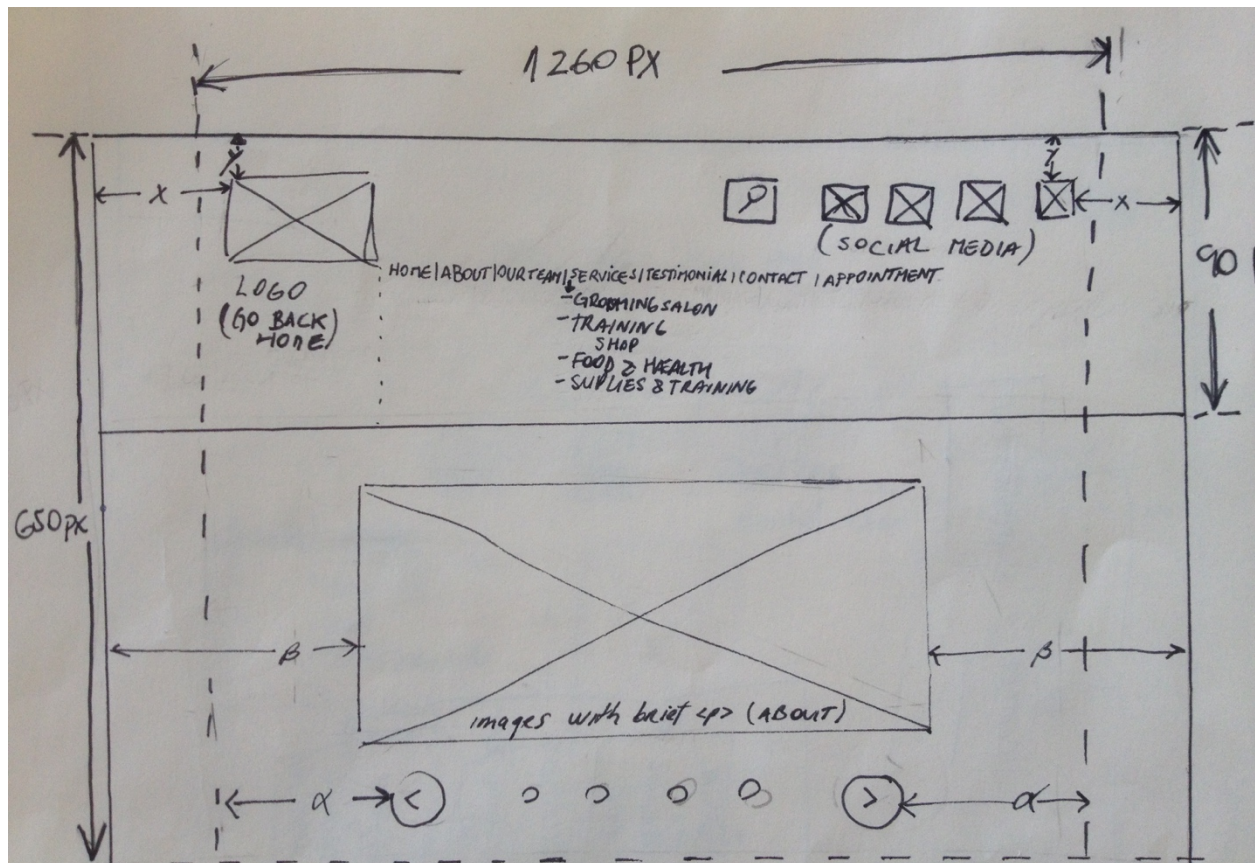
STORYBOARD AND NAVIGATION

Storyboard:



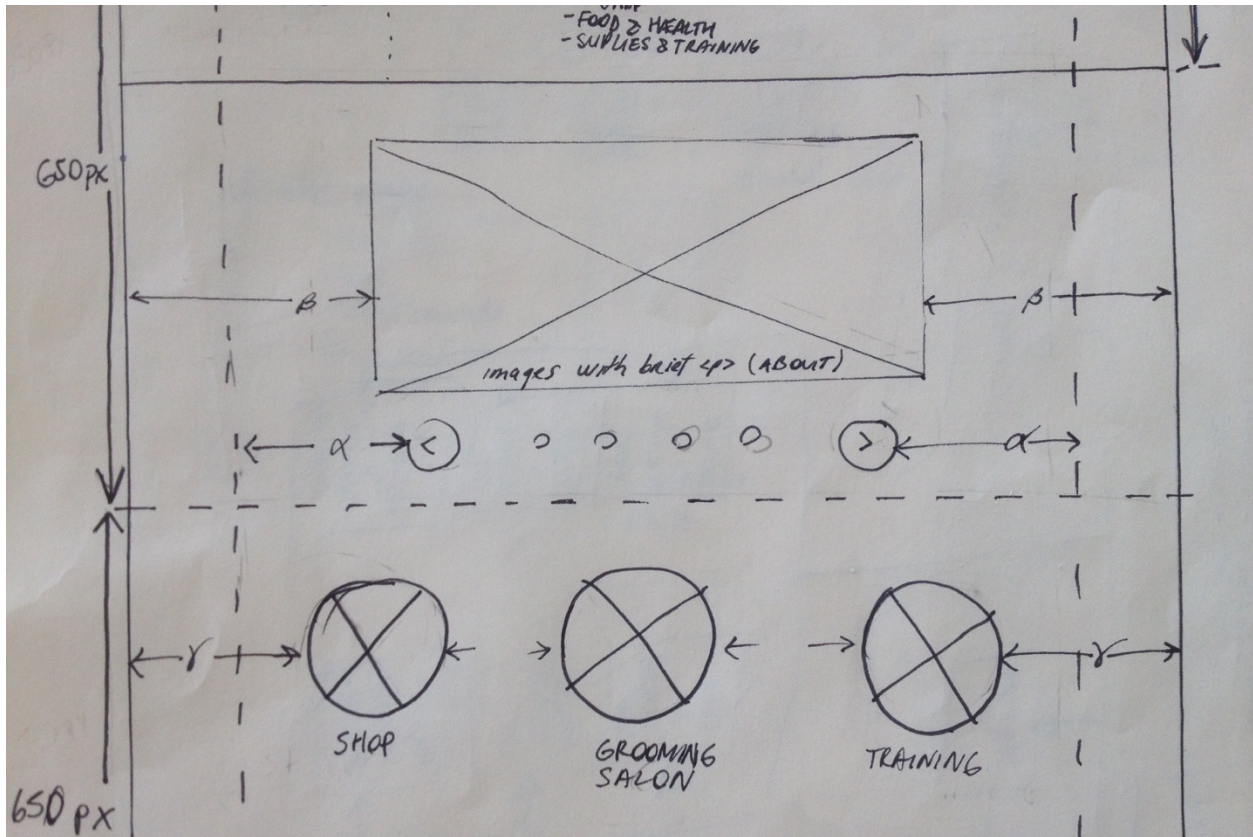
The storyboard presented above illustrates the homepage of the website Emily's Pet House.

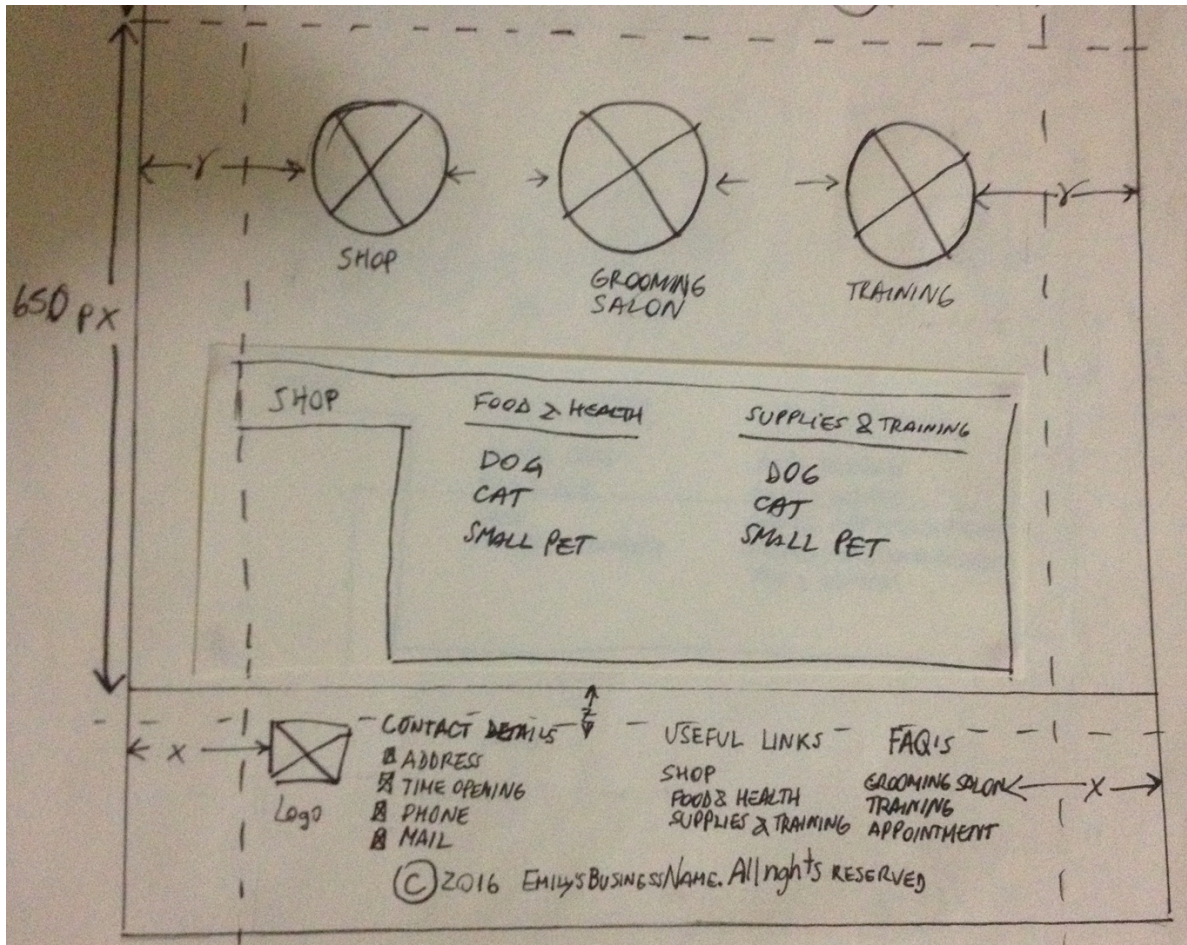
In this structure, the main menu located in the header of the page, where left to right the image of the logo of Emily's Pet House will be displayed, that also will serve as a link to return to the top of the homepage.



The main menu will contain external links to different web pages according to the category of the same name, these will be found: "Home", "About", "Our Team", "Services", "Testimonial", "Contact" and "Appointment". The option referred to "Services" will display a menu where you can choose from the following web pages: "Grooming Salon", "Training", "Food and Health" and "Supplies and Training". The latter two will be considered "Shop" and each will have links according to the animals in which the service of Emily's Pet House will focus (Dog, Cat, and Small Pets). Finally, "Home" option, will have the same functionality as the logo link, return to the top of the homepage.

In the body of the homepage will be two sections. The first section will have a set of images according to the business, to be presented with slide effects, they will find themselves focused on the middle and contain small messages. The second section will consist of three icons that will link to the web pages of respective services, "Grooming Salon", "Training" and "Shop", where you can select directly the subcategory "Food and Health" and "Supplies and Training". These links will be a more didactic representation that presented in the main menu but will be the same links for the same webpages.





Next, the footer will have a business logo image, like the header logo will serve to return to the top of the homepage, the size of the logo footer will be smaller than the one at the top. There will be links related to contact details with their respective icons, the address will give access to a map showing the location (contact page), the phone number will give the option to call for sites to be viewed from phones, the option opening hours will display the contact page where the detail is found and email will give the option to write directly an email.

Finally, there will be a summary of the most useful links and also an external link to the FAQ's it will be included on their respective web page.

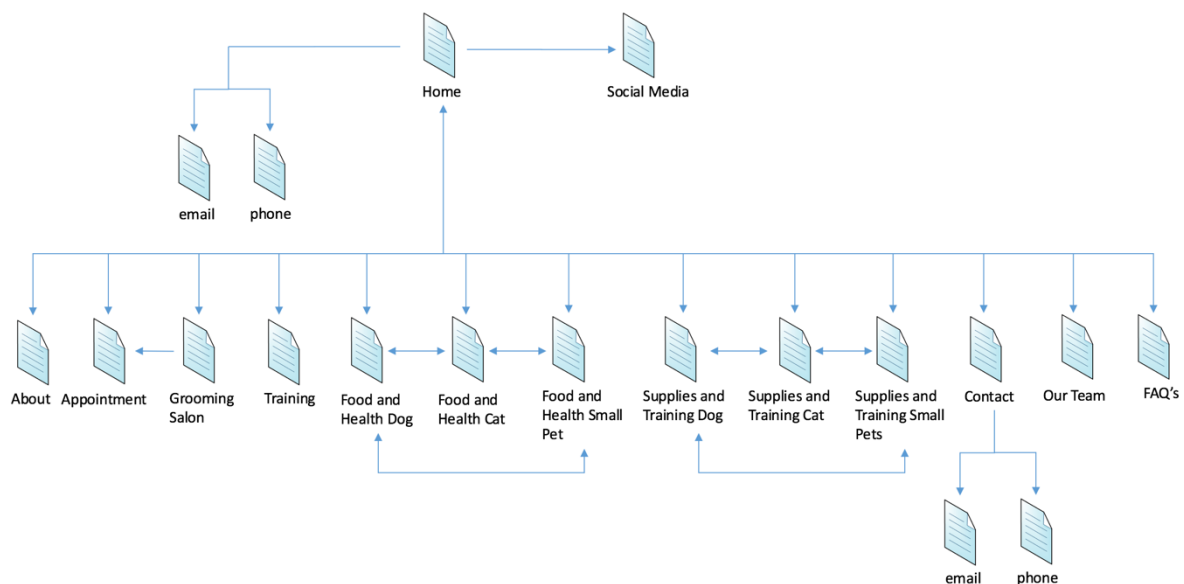
Relevant Text:

The images to be used on the website will initially be obtained from an open source images store, <https://unsplash.com/search/dog>. So far it has not considered using video, if used, open source material would be used, such as images source.

The textual content of the website, the script is still to be defined. They are considered short but direct messages seeking to captivate the target audience.

The main messages were concentrated in the body of the homepage with the deployment of images.

Navigation:



The website will have originally one inter page link, which will be leading to the top of the homepage from the logo footer.

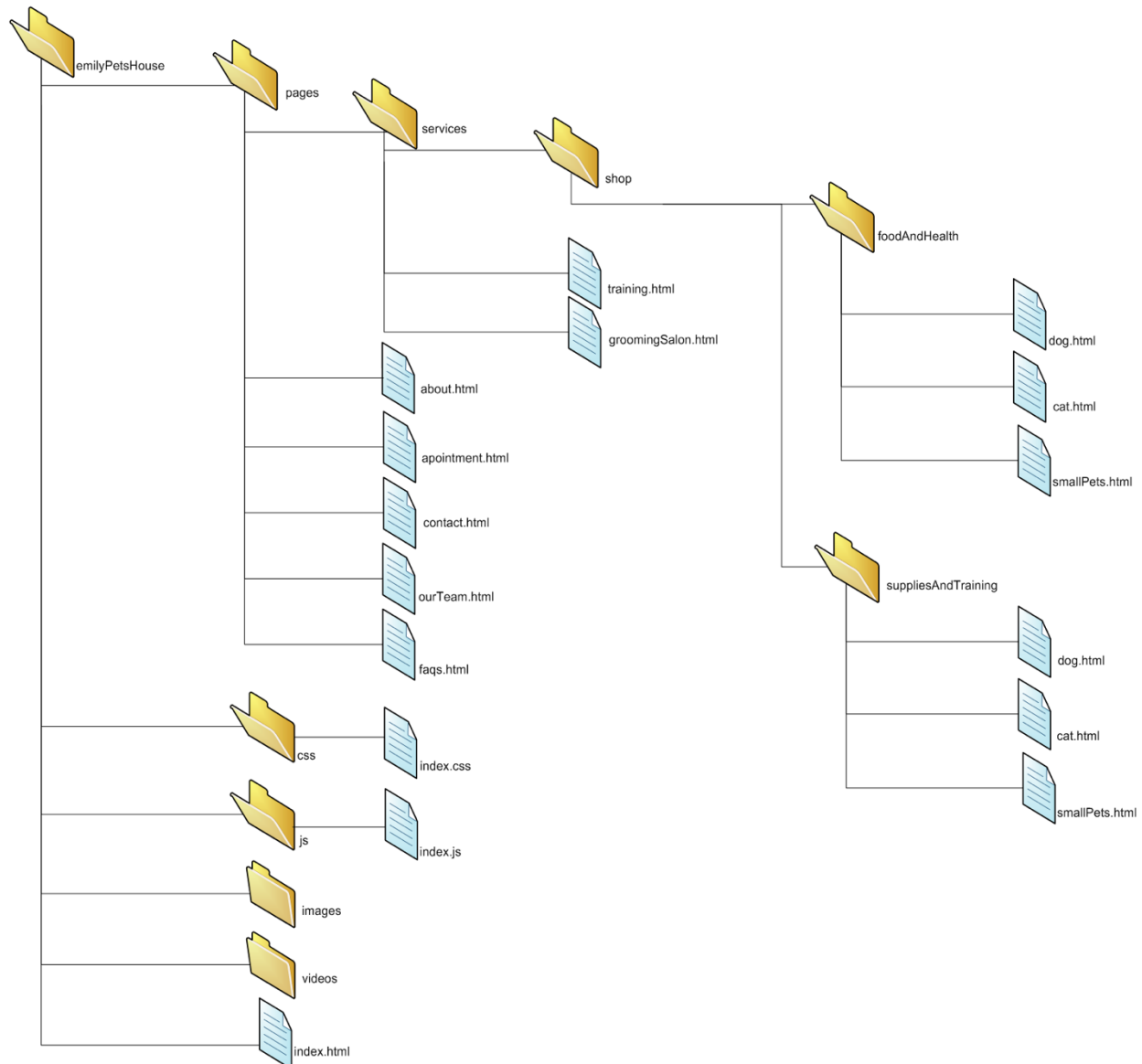
It will have the following bidirectional links extra page from the homepage to "About", "Appointment", "Grooming Salon", "Training", "Food and Health Dog", "Food and Health Cat", "Food and Health Small Pets", "Supplies and Training Dog", "Cat Supplies and Training", "Small Pets Supplies and Training", "Contact", "Our Team" and "FAQ's". Among those mentioned above will be bidirectional links between the three categories of "Supplies and Training" and "Food and Health", respectively, and a one-way link from "Grooming Salon" to "Appointment".

From the homepage and contact page will have links to sending emails and phone calls in the case of use of mobiles equipment.

Finally, there will be links to external websites, in this case, social media (Facebook, Instagram, Twitter, YouTube).

FILE STRUCTURE AND STYLE GUIDE

Site Map:



The Emily's Pet House web project, will be in a folder bearing the same name. Within it will find the following folders: pages, css, js, images and videos, plus will be the homepage of the website index.html.

The images and video folders will store separately by type of multimedia the material that will be loaded on the website.

The css and js files folders will contain the files respectively will give the style and format to the website along with its affiliated webpages (CSS) and respective functions and validations (js).

The page folder will contain all the web pages that will linked externally: about, appointment, contact, our team and FAQ's, besides the services folder within the latter will find the web pages that will link another externally grooming salon and training, in addition to the shop folder, will contain food and health, supplies and training folders and wherein each category will be the webpages dog, cats, and small pets.

It was decided to display the web pages nested in the manner discussed above, to maintain order and a separate line between the offered services by the business and the relevant information of the same.

Colour:

Based on the publication of Julia Larson in "50 Beautiful Color Palettes for Your Next Web Project"¹, from the web site Digital Telepathy, I decided to use the color palette number 18 (WordPress). Firstly, because the view of the combination of the palette colors in the practical example, I could visualize almost immediately as would be the development of Emily's Pet House. The correct and balanced application of bluish green colors convey confidence on the website, and the other colors match almost perfectly for the call to action.



#E45F56	#A3D39C	#74CCC8	#4AAAA5	#35404F
rgb(228,95,86)	rgb(163,211,156)	rgb(122,204,200)	rgb(74,170,165)	rgb(53,64,79)

¹ <http://www.dtelepathy.com/blog/inspiration/beautiful-color-palettes-for-your-next-web-project>

Fonts:

Based on the publication of awwward- team, "20 Best Web Fonts from Google Web Fonts and @font-face"², I decided to use as the primary font open sans, sans serif for headings and lora, serif for the body. I believe that a font-weight 300 will be sufficient to provide good readability to the website. The selection of these fonts is mainly because they are one of the most used by Google Web, which makes them very well received by the public. This selection of font will maintain a trend of websites and applications that usually frequents the target public defined in the past stage of this work since these users are generally educated people in the technological world and web applications.

CSS Specified:

```
h1{  
  
font-family: open-sans, sans-serif;  
  
font-weight: 300;  
  
color: #35404F;  
  
}  
  
body{  
  
font-family: lora, serif;  
  
font-weight: bold;  
  
color: #4AAA5;  
  
}
```

² <http://www.awwwards.com/20-best-web-fonts-from-google-web-fonts-and-font-face.html>

Pagetitle

Font: Verdana Medium Bold, Color: #715821 (R113, R88, B33)

Subtitle1

Font: Verdana Medium Bold, Color: #848442 (R153, G153, B51)

Subtitle2

Font: Verdana Small Bold, Color: #000000 (R0, G0, B0)

```
h1{
```

```
font-family: Verdana, sans-serif;
```

```
font-weight: bolder;
```

```
color: #715821;
```

```
}
```

```
h2{
```

```
font-family: Verdana, sans-serif;
```

```
font-weight: bolder;
```

```
color: #848442;
```

```
}
```

```
h3{
```

```
font-family: Verdana, sans-serif;
```

```
font-weight: lighter;
```

```
color: #000000;
```

```
}
```