ASSIGNMENT DETAILS:

Congratulations! You are a newly-minted web applications full-stack developer who has just managed to get your first client. Your client is a small business owner who is looking to publish a simple website to gain visibility for their business. The business is described in more detail below.

The business owner has already worked with a UX/UI expert to develop some basic wireframes for her site for you to use as a guide. [These wireframes are attached here.](https://canvas.newhaven.edu/courses/7462/files/1469913?wrap=1)[Download These wireframes are attached here.](https://canvas.newhaven.edu/courses/7462/files/1469913/download?download_frd=1)Note they are only guidelines. Your layouts may look a bit different.

The business is a balloon selling company called *"The Balloonatic Asylum"*. The Balloonatic Asylum sells high quality latex and mylar balloons at affordable prices. They make beautiful hand-crafted balloons for any occasion, recreating ideas at the customers request. All you need to do is send them a photo of what you want, and thy will bring it to life as a quality balloon adding that personal touch. They pride themselves on listening to their customers and offering them genuine care and reliable service.

Here's a quote from the principal owner, Krista E.:

*"We have a range of colours and options available, please look at the gallery for a portfolio of pictures. Get in touch and we can discuss your requirements and how you envision your bespoke decorations. Our prime goal is your satisfaction."* — Krista E., *Founder of The Balloonatic Asylum*

The main features of the business are a large selection of balloons and balloon-themed products for all occasions, local delivery within 75 miles of the main store, two-day shipping anywhere in the USA, free shipping on orders over $100, and a "Balloon-of-the-Month" club that sends an assortment of mystery balloons in a box once per month for $39.95.

Here are some of the categories of the products that they offer:

1. Birthday Bouquets
   * Most Popular
   * Birthday Boy
   * Birthday Girl
   * Custom Name
   * Mystery Bouquet
2. Balloony Occasions
   * Graduation
   * Good Luck!
   * Get Well
   * Wedding
   * Retirement
   * Patriotic
   * Christmas
   * Hanukkah
   * Eid
3. Build a Balloon Bouquet
   * Numbers
   * Big Letters
   * Common designs
4. Decorating with Balloons
   * Arches
   * Trees
   * Kites
   * Umbrellas
   * Columns
   * Centerpieces
5. Balloons in Bulk
   * Small Latex
   * Large Latex
   * Small Mylar
   * Large Mylar
   * Special Orders

The Balloonatic Asylum was formed in 2012 by Krista H. Elium. She was originally a high-energy physicist who decided to give up that lucrative career to spend more time at home with her eight Maine Coon cats and two goldfish. One day while working with liquid helium cooling giant magnets near absolute zero at a proton-smashing super-collider, she said, "I'm getting really cold and my sweater bill is astronomical! think I'll dump the physics, and just focus on my true love... room-temperature Helium!" On that day a new business was born bringing Helium gas and joy to the masses. The firm's home office is located at 149 Elm St, New Haven, CT 06511 and the phone number is +1-203-432-2300. General e-mail inquiries can be made via e-mail to customer-support@tba.com.

ASSIGNMENT DELIVERABLES:

At this stage you will be making a 'low-fidelity' prototype with real HTML, CSS & JavaScript, but without most of the actual functionality (e.g., talking to a back-end server to create/read/update/delete data, actual form-filling and validation in the browser to POST data to the server, sophisticated page routing, etc.) being implemented. That may be required in a later assignment however. At a minimum, your website should resemble the wireframes attached to this assignment and must include all the pages and intra-page items mentioned in the User Stories below. To earn maximum credit---even some extra credit---please make sure to use an interesting combination of HTML, CSS and at least some basic JavaScript (e.g., to handle a simple button press event, pop-up a relevant alert message of some sort, update the current date & time on the page, etc.) to create your site's pages:

User Stories:

1. There is a home page with a company logo image of your choosing in the upper-left corner. Clicking on the logo will always take you back to this home page. In the upper-right corner of every page is a horizontal secondary navigation bar that takes you to a main products page, to an about page, and to a contact page. This common 'banner' area appears at the top of all the site's pages.
2. Below the banner on every page is a horizontal primary navbar with the five main product categories mentioned above ("Birthday Bouquets", ... ,"Balloons in Bulk") shown as link items. This navbar appears in this same place on every page and the link items should be spread evenly across the page. At this point in development, clicking on any of these links will take you to the main product page. In a later assignment this functionality may be changed.
3. On **just** the home page, below the primary navbar, is a 'hero' section which contains an eye-catching image and some cool marketing text that is only shown on the home page. Below the hero on the home page is a main content area which includes a *section*with two ‘feature box’ *articles*(one above the other) on how the company's balloons have been used by actual customers, and also a separate *aside*area to the right of those articles with randomized customer tribute quotations in it. At first you could fill these text areas with "Lorem ipsum" filler-text, but you should add some more "real" text before submitting your final deliverables.
4. There is a primary "Products" landing page which contains a *section*inside the *main*container with at least three random products each with a picture, a price, and a short description in its own box, lined up and spread evenly across and/or down the page. Clicking on any of the products should take you back to the home page for now. This will probably change in a future assignment.
5. There is an "About" page with an image of the business owner, a bit of history, and some basic company data. Again, use "Lorem ipsum" filler while designing the layouts.
6. There is a "Contacts" page with a bit of helpful text (*"Please contact us anytime..."*), the company's phone #, and physical & e-mail address information included. This page should also include a small form below that section that suggests customers subscribe to the company's promotions mailing list. We only need a single field in this form for the email address, which should be validated as being in proper e-mail format. It must not be empty if the customer actually tries to subscribe to the list. There is a Submit button labeled as "**Subscribe**" button in the form. If the form validation is OK, the user should just be redirected back to the home page for now.
7. There is a footer area that appears on every page with a small version of the company logo next to some standard copyright text horizontally centered in the browser's viewport. This footer always remains fixed to the very bottom of a browser's viewport no matter how the page is scrolled up and down.
8. Choose a complementary color palette for your main background, header areas, navbars, text areas, and buttons. Here are two sites that can help you choose a nice set of colors: [colormind.io  (Links to an external site.)](http://colormind.io/bootstrap/)and [coolors.co (Links to an external site.)](https://coolors.co/generate), Stay within the set of colors you generate and the site will look better. The final coloring though is completely up to your taste. You might want to stick with a standard set of fonts for the time being. Later on you could branch out using Google Fonts to download your fonts in real-time. Royalty-free images can be found at [unsplash.com (Links to an external site.)](https://unsplash.com/) and [freeimages.com (Links to an external site.)](https://www.freeimages.com/).

When you are finished, submit a single ZIP file of your VS Code project directories containing all the HTML, CSS & JS files needed to view your website in action as well as one screenshot per page showing each one completed.

**HINT: Get started early and do at least a little everyday. You will be grateful that you didn't wait till it is due to begin work.**