**Unit 5 Project:**

**FabDesign**

**Step 1: Define Audience / Tone**

* Who will visit your site? Potential employers? New clients or customers?

FabDesign is all about the wooden furniture/toys that I build as my hobby. At this point, I plan the site to be something I can show to friends or people who ask about my hobbies rather than having a commercial character. So it should just show my products and production steps how I produced the end results.

* What can make you and/or your product stand out against your competitors?

1) The top argument is that every piece that I have made is unique. This would also be the number one sales argument (if I wanted to take it to the commercial level at some point).

2) All pieces are planned together with the customer.

3) The material chosen for the furniture is from sustainable sources.

* How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?

Relaxed tone but still professional. The site’s style is very clean and (almost) flat that no attention is drawn away from the actual content (which are pictures and descriptive text).

* What colors represent you or your product?

White background

Gray tones for the text color and possible green highlights. [Flat colors](http://flatuicolors.com/) for navigation.

* What images illustrate your message?

Maybe a tree…I am not too sure about that one yet.

**Step 2: Define Site Structure**

What are the three-to-five pages titled?

Home (Landing page)

Products

About me

Contact

What will be the purpose for each?

What should each page contain? Will there be textual content? Or just images?

**Home** (Landing page)

* Logo (just text for now: FabDesign) and Navigation
* Hero image showing a featured product (= piece of furniture)
* Section with images (next to each other)
* Small About me section (can link to the real About Me page) with an image of me
* Social icons in the footer

**Products**

* The header stays the same as in **Home**
* Main section 1: Traditional woodworking
  + Product 1
    - Picture
    - Title/ Description
    - Text
  + Product 2
    - (as in Product 1)
  + Product x and so on…
* Main section 2: Products created on the CNC milling machine
  + (Products as in Main section 1)
* Footer the same as in **Home**

**About me**

* The header stays the same as in **Home**
* Couple of pictures and text – possibly with sections like professional info, hobbies, etc..
* Footer the same as in **Home**

**Contact**

* The header stays the same as in **Home**
* Some text
* Social networks contact information + email