In the concept phase, before writing code, you should decide the general rules and direction:

1. Theme: how serious or playful the design should be

Playfull design

 2. Color scheme: o Does the company have a color scheme? o Which colors are suggested by the theme of the site? o Pick the main color o Pick an accent color (optional)

Toppbar:
#67DDAC
Bakrund. (kan gjøres lysere)
#A6ECCF
Knapper blir mørkere
#59D8A4

 3. Hierarchy and layout: o What is the most important message/product on the page? o What is the order of importance for the different elements? o What sections will there be on the page? o What layout(s) will you use for the sections?

Vi skal ha en toppbar som er synlig hele tiden med knapper som tar brukeren fra side til side

Sections er vist i sketchen vår

 4. Images: o Gather the available images o Will there be text on images or aside images? o Will we use clear images or a color-overlay? o Will there be blur for images?

Navn på bilder under bilder

 5. Icons: o Will we use icons and for what? o Colored or black-and-white/greyscale icons?

Vi bruker icons for generelle ting som checkout og eventuelle knapper

6. Typography: o Should it by a Serif or Sans-Serif font? o Bold or thin font? o Rounded or sharp edges?

sans serif, for å gjøre den mer playful

7. Border rounding: o How rounded should be the edges, according to the theme?

8. Shadows: o How much shadow will we use in general, according to the theme?

 2 SKETCHING

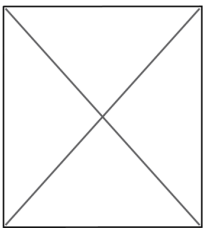 Create a sketch of the page which shows the general layout of the page.

Screen 1

Store Name

🔍 search

Profile   ShoppingCart (3)

Name of product

Price:

Categories:

Size: [SX ▼]
S
M
L
XL
About The product

Screen 2

Store Name
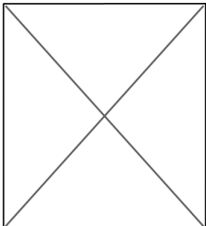
🔍 search

Profile   ShopingCart (3)
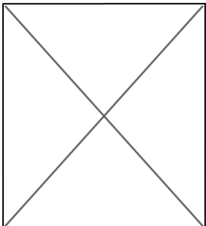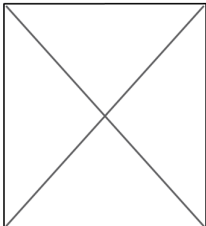
| Shop | About Us | Testemonials | Sale | Help |

Name of product   Name of product   Name of product

Screen 3

Store Name

🔍 search

Profile   ShopingCart (3)
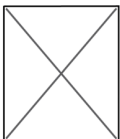
| Shop | About Us | Testemonials | Sale | Help |

About us

Screen 4

Store Name

🔍 search

Profile   ShopingCart (3)

| Shop | About Us | Testemonials | Sale | Help |

Contact Us

Full Name:
Phone:
Email:

Send

3 SPECIFIC TECHNICAL DECISIONS

This comes at a later stage when you start implementing the site:

 1. Colors: o Generate color shades/tints (See video 2.2.3 Colors)
Color shades

Toppbar:
#67DDAC
Bakrund. (kan gjøres lysere)
#A6ECCF
Knapper blir mørkere
#59D8A4

https://colors.artyclick.com/color-shades-finder/?color=#59D8A4

2. Typography: a. Choose a font for titles (You will probably want to change it when you see the site, but start with something) b. If body text needs another font, choose it. Preferably, use the same font for all texts. c. Define font scale using https://type-scale.com/

Happy monkey
Er fonten vi tenker å bruke, vi er litt usikker fortsatt, men noe i den durenn

3. Hierarchy and layout: a. Which elements will need an accent because we want to increase their priority in the hierarchy? b. What components will we need to implement the necessary layouts?

The buttons should either light up when hovering or the writing should light up

4. Icons: a. Choose icon pack if you need one. See http://codingheroes.io/resources/#icons

https://ionic.io/ionicons
mange clean icons

5. Spacing: a. Define spacing scale, f.ex, multiples of 16px (multiples of 4px for smaller padding)

6. Border rounding:
a. Synchronize the chosen font with roundedness (very rounded font → more border rounding for elements)
b. Border rounding amount for general elements: cards, forms, images, etc

c. Border rounding for buttons

For å lage nettsida mer playfull så har vi roundet font og roundet hjørner
Ikke helt sikker på font, men denne var clean
https://www.1001fonts.com/happy-monkey-font.html

Kanskje ha noe litt sjukkere