Activity 04

**OBJECT**

Determining graphic elements and layout of website

**THEORY**

**Layout/Color/Theme**

 What look are you going for?

 How do you want visitors to feel or to perceive your company or product when they visit your site?

**Images/Graphics**

 Images: photos, clipart, commissioned work, animated art, few or many?, Digicam?

 Logo: existing into electronic form or design from scratch?

**Pages**

 Main page, company info page, products page, order page, guest book, etc.

 Make your site information rich

o Contact Info (be sure to include phone numbers, mailing address, email links,etc)

o FAQ’s (frequently asked questions)

o Company History

o Information to support the use of your products

**EXERCISE:**

1. Describe layout of your Web site.

Since my website is an online smart watch store, I want it to be simple, easy to access yet attractive. On the top most I need buttons for each of my category pages, after that I want a search bar which help customers to find what they are looking for. Next there will be some exciting advertisements of various reknowned brands which manufacture smart watches, which attracts the customer. Second last thing on the front page will be the page numbers and after that on the bottom I want buttons for the link of my other social media handles along with some information about the website.

2. What graphic elements do you want for your Web site?

(Organization’s logo, trademarks, and branding themes / Navigation elements / Special interest items)

The graphic elements I want for my website is navigation elements because it gives better accessibility to the website which is user friendly and customers won’t find any difficulties in using my page, I want a trademark too.

4. Describe the content to be included in your Web site

The content on my website includes the pictures of the smart watches with their short description. It also shows the

prices of the items with respective to their features, accessibili