

THE STORM TROOPER

Everywhere We Mist

DESIGNER LOGAN DAVIS - CIT230:03

Site Purpose

The purpose of this site will be to inform residents and visitors to the area of rogue weather conditions as well as general city information. It will contain various articles or images to inform them of major stories about previous weather conditions, allow them to browse weather photos taken by fellow returned Jedi to the area, or view current weather conditions along with a forecast so they know what weather will come when the force awakens the following day. There will be multiple cities represented all with cloned design structures.

Target Audience

The target audience are those who wish to have fun learning about the weather in the area with a Sci-Fi twist. They will be those that appreciate the use of puns as much as possible without losing the core information. It will be for those doing research about the area on a large screen device, a tablet, or a smartphone. The age range for the audience can be anyone born after 1977. Either single or married individuals, having at least one year of college education which need a new hope. These individuals are technologically savvy looking to gain a quick reference for the meteorological phenomenon within the area to encourage the empire to strike back.

Branding

Website Logos

There will be 2 forms of the company logo. One large format and one small format.

LARGE FORMAT:

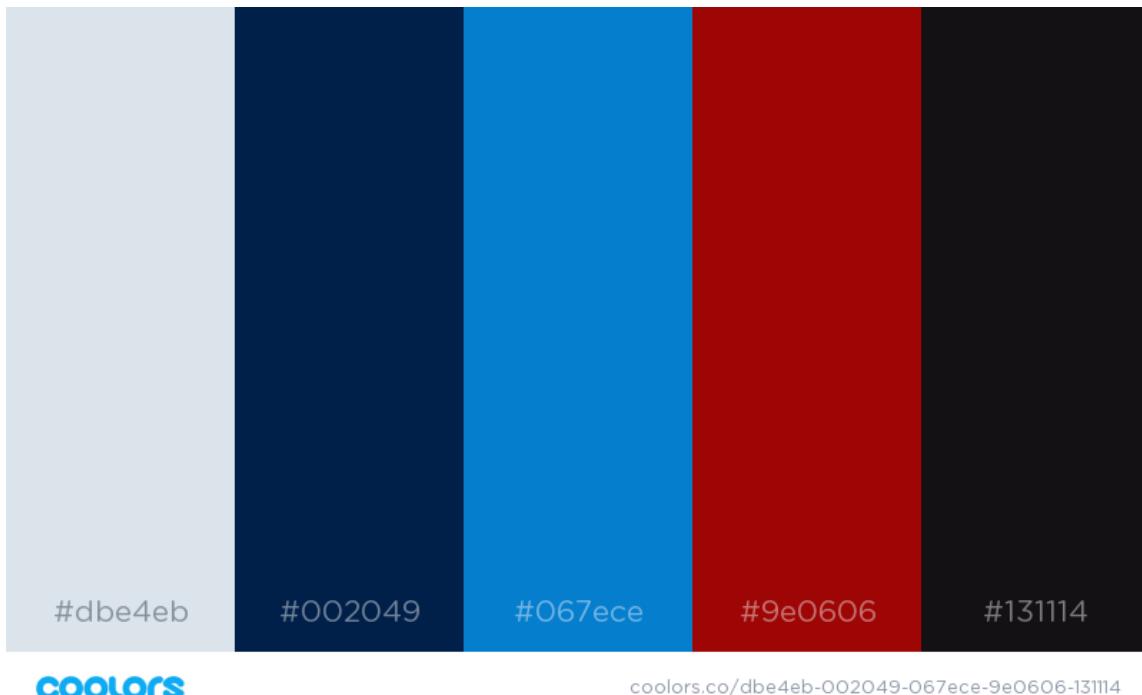


SMALL FORMAT:



Color Palette

The color palette below was chosen to best represent the theme of the desired website and to still maintain branding and readability. Color will be used sparingly on the page to put emphasis on photos or other elements. If possible a dark background with light text will be used.



coolors

coolors.co/dbe4eb-002049-067ece-9e0606-131114

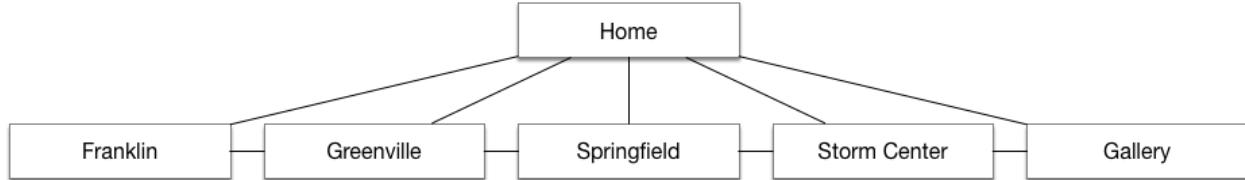
Primary Text	Accent	Accent	Accent	Background
#dbe4eb	#002049	#067ece	#9e0606	#131114

Typography

- 'Geostar Fill', cursive; To use as the title – Matches the theme of the site but is able to be seen with more of an artistic flare for the title.
- 'Titillium Web', sans-serif; For use as the motto – Will give the secondary information about the company and is still easy to read. Can also be used for headings.
- 'Exo 2', sans-serif; For the paragraphs and more detailed information. This font provides easy readability.
- 'Orbitron', sans-serif; This will be used for the contact and footer information. It is still able to provide a themed imaginative touch and will be for the information less likely to be used by the reader or target audience.

Layout

Site Map



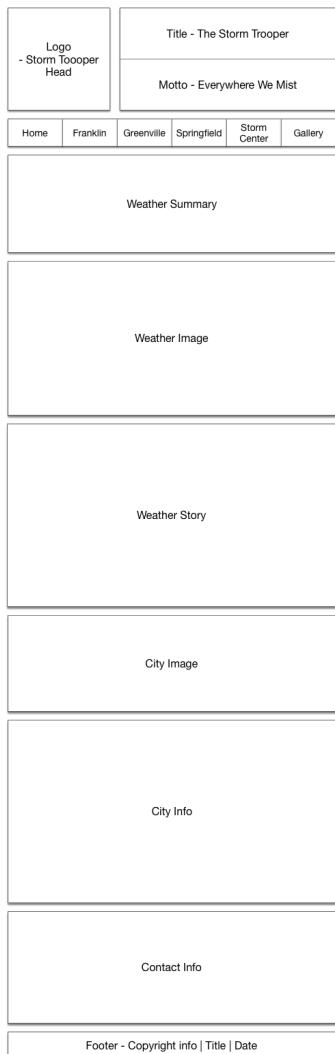
From the map above we can see that we will eventually have the Home page and five sub or child pages.

The lines that connect them all together indicate that each page should be accessible from any other page.

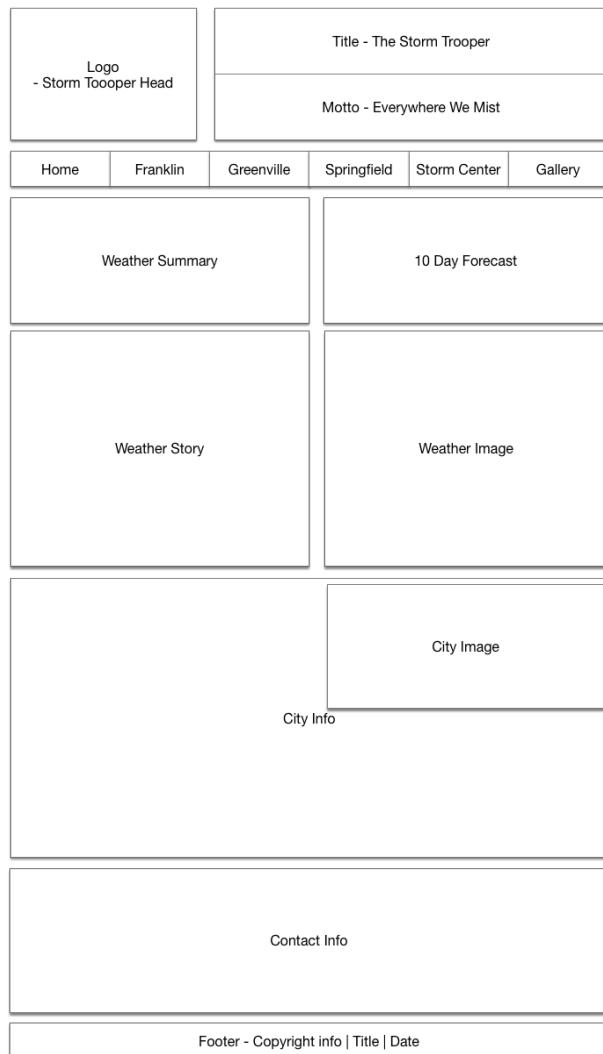
Wireframes

Three wire frames will be employed for this site. One for each screen size format option. Smartphones, tablets, and large screen. The format displayed will be determined by media queries.

SMALL FORMAT:



MEDIUM FORMAT:



LARGE FORMAT:

