

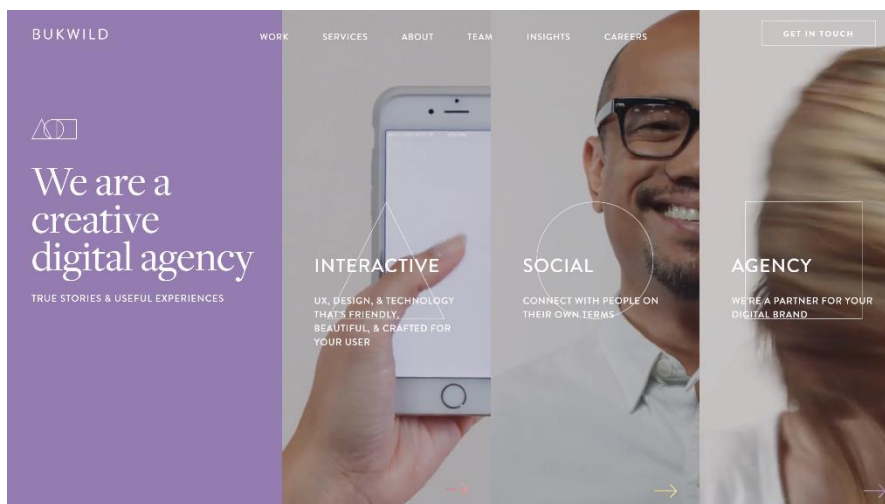
Week 3 Assignment:

Design Plan

Bukwild

<https://www.bukwild.com/>

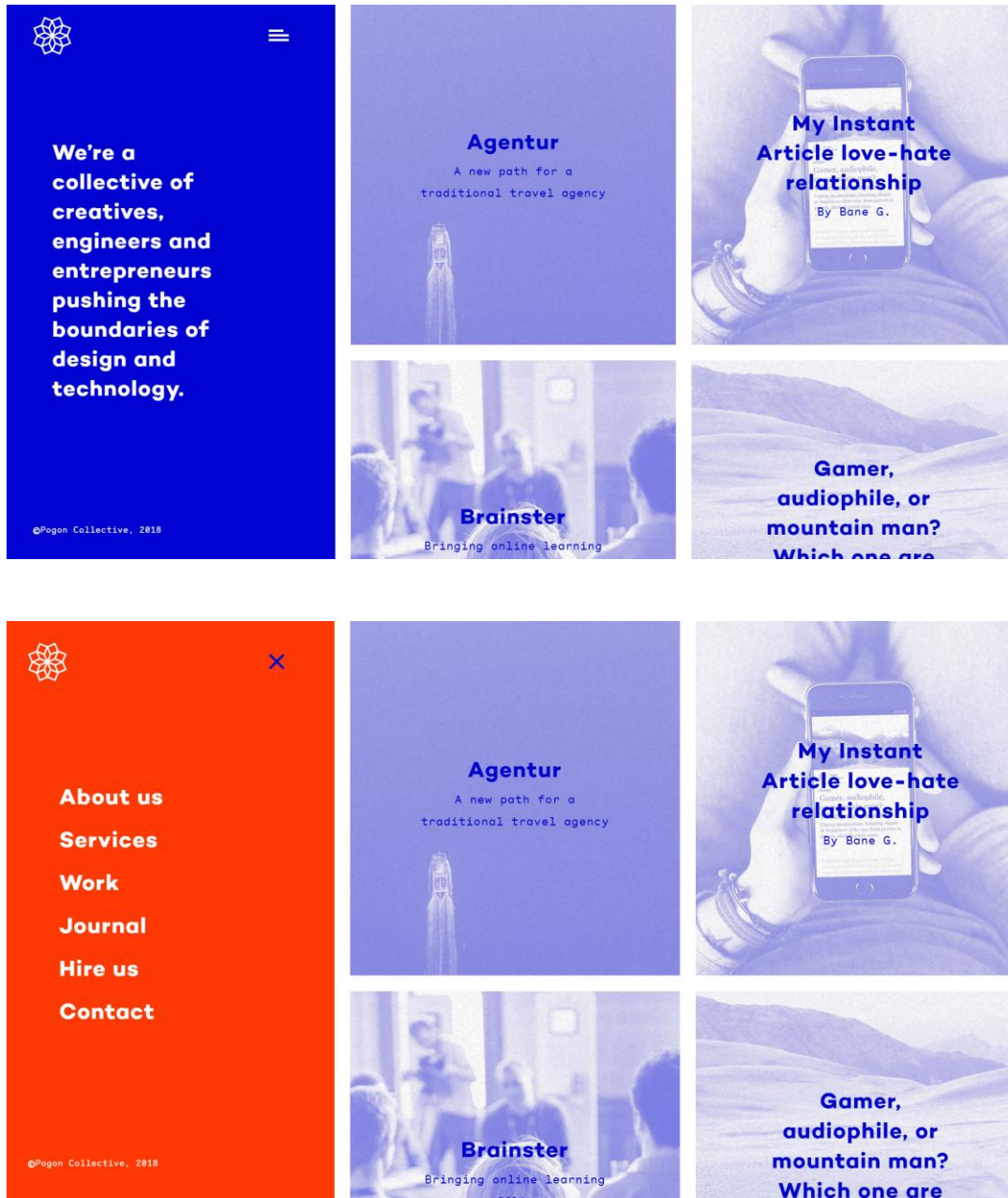
- I like the Homepage because each column becomes interactive once they're hovered over. It's also a very simple design which I really like, it's not full of unnecessary information, just short and straight to the point.
- I may replace the homepage's three columns with just one module for the text in the body of my redesign homepage.
- I really like the chunky form near the footer, and the size of the footer itself.
- I like the form and the footer for the homepage of the FESC redesign site.

The image shows a contact form on the Bukwild website. The header features a profile picture of Todd Matye, Director of New Business, and the text 'Meet Todd Matye' and 'DIRECTOR OF NEW BUSINESS'. The form consists of several input fields: 'FULLNAME', 'EMAIL', 'TIMELINE?', 'TOP LEVEL DESCRIPTION OF YOUR PROJECT.', and 'BUDGET?'. A 'SEND IT OVER' button with a right arrow is at the bottom of the form. The footer contains the 'BUKWILD' logo, the tagline 'Shaping brands for the digital world.', a phone number '916.922.9200', a 'GET IN TOUCH' button, and social media icons for Instagram, Facebook, LinkedIn, and Twitter. A navigation menu is also present in the footer with links: WORK, SERVICES, ABOUT, TEAM, INSIGHTS, CAREERS.

Pogon

<http://pogon.co/>

- This website's homepage has modules right on the homepage which we can click on and it directs us to new pages.
- I like this homepage design since it's not overbearing with information, it provides us with a glimpse of what we can visit if we wanted to.
- The header also gives us a quick sentence on what the website is about. I like this idea for my FESC homepage.
- I like the overall style of this homepage for the FESC's 'Energy Industry' site.



Parallax

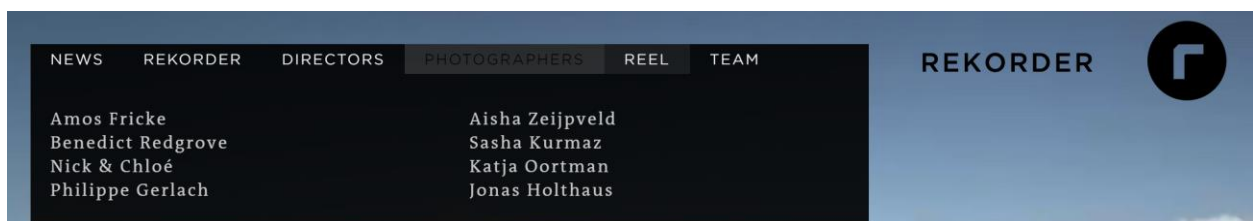
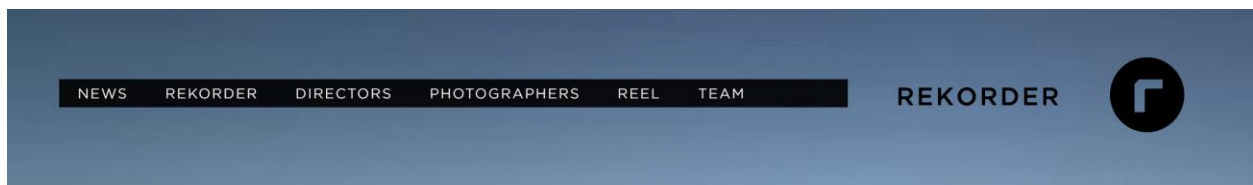
<https://parall.ax/>

- I like the 'Contact Us' page from this site for the FESC's own 'Contact Us' page. It's simple, and I like that it feels like a postcard.
- I also like that the color scheme is kept simple and clean.

Rekorder

<http://rekorder.de/>

- I like the header for this website, and the fact that the header enlarges as a block when selecting one of the drop-down options.
- I'd use this site's header as inspiration for the header on the FESC redesign site.
- I'd change the logo position to the far left of the page and the navigation options to the right of the page.



Home Page

- Module (repeated): Logo on Header section
- Module (repeated): Navigation Bar, also on Header section
- Module: YouTube Video
- Module: Text in the body
- Module: Newsletter Subscription Form
- Module (repeated): Footer: with Copyright & Contact Us Link

Energy Industry

- Module (repeated): Logo on Header section
- Module (repeated): Navigation Bar, also on Header section
- Modules (6): Squared, with Information on different energy sectors. These modules should link to outside sources, for visitors looking for additional information. This will be the main section for this page.
- Module (repeated): Footer: with Copyright & Contact Us Link

Contact Us

- Module (repeated): Logo on Header section
- Module (repeated): Navigation Bar, also on Header section
- Module: Social Media Buttons
- Module: Telephone & Address
- Module: Contact Us form
- Module (repeated): Footer: with Copyright & Contact Us Link

General

Typography:

Google Fonts:

- <link
href="<https://fonts.googleapis.com/css?family=Anton|Questrial|Saira+Extra+Condensed>" rel="stylesheet">

Headers:

- font-family: 'Anton', sans-serif

Body:

- font-family: 'Questrial', sans-serif

Newsletter Text:

- font-family: 'Saira Extra Condensed', sans-serif

Colors

Green

- #006622
- rgb(0, 102, 34)
- hsl(140, 100%, 20%)

Orange

- #e68a00
- rgb(230, 138, 0)
- hsl(36, 100%, 45%)

Gold-ish

- #cc9900
- rgb(204, 153, 0)
- hsl(45, 100%, 40%)