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| **Project title and brief background:**  **NAME: TRUE-FITNESS**  **This will be a web-site to help people lose weight, get in shape and for their overall well-being, with diet plans, workout programs, and a BMI calculator, also different types of diets that have proven to work on men and women. It will have testimonial and before and after pictures to motivate and inspire people to better their lives with diet & exercise.** |
| **Aims of the site:**   1. Motivation and to show people what is possible when making few changes in their lives can do. 2. Show diet plans and workout programs to help people reach their transformation goals. 3. Show the different types of diets & workouts and online guru’s (gravity fitness) |
| **Target market:**   * Men & women and kids * Beginner * Amateurs * semi-pro * professionals * People over-weight * People under-weight * Men looking to get ripped * Women looking to get bikini body ready * Overall well-being |
| **Business Objectives:**   1. Promoting healthy lifestyle 2. Promoting local gym’s 3. Help people have a better life throw the power of diet and exercise |
| **Content:**  Page 1: Site Name: **TRUE-FITNESS (**HEADING**)**  I will have diet plans, workout programs, BMI calculator, gyms in Derry, YouTube link (gravity-fitness) testimonials pictures and introduction to what the site is all about.  Page 2:   * Different types of diet plans * Different types of workout programs   Page 3.   * Locate gyms in Derry * Check BMI on calculator (Developed and BMI calculator using java code )   Page 4.   * Watch video on dieting (gravity-fitness) * Watch video on working out (gravity-fitness)   Page 5.  Pictures and testimonials of people who have done different diets and workout to transform their body’s  **Page Layout/CRAP Principles:**  Contrast:   * Font colour * Font size * Heading (True- fitness) * Bold * Colour scheme (Black & Gold)   Repetition:   * Use of CSS * Menu * Footer * Header * Content div (changes) * Same heading size * Same padding   Alignment:   * All item align with another * Align images with text boxes * Align text to left * Maybe use tables   Proximity:   * Group related items on page like * Blog post * Commands * Social media icons * Drop box menu. (w3ww.school.net) html page for help! |