

2. Decide on the goal for your page

Write out a one-sentence goal statement that will help anchor your project.

Goal: Help give new gym goes a head start in understanding how to workout..

List what topics, i.e., sections of content, will go on the page(s) in the order of importance to the user.

Prioritized Topics / Content Areas

PAGE 1: landing page

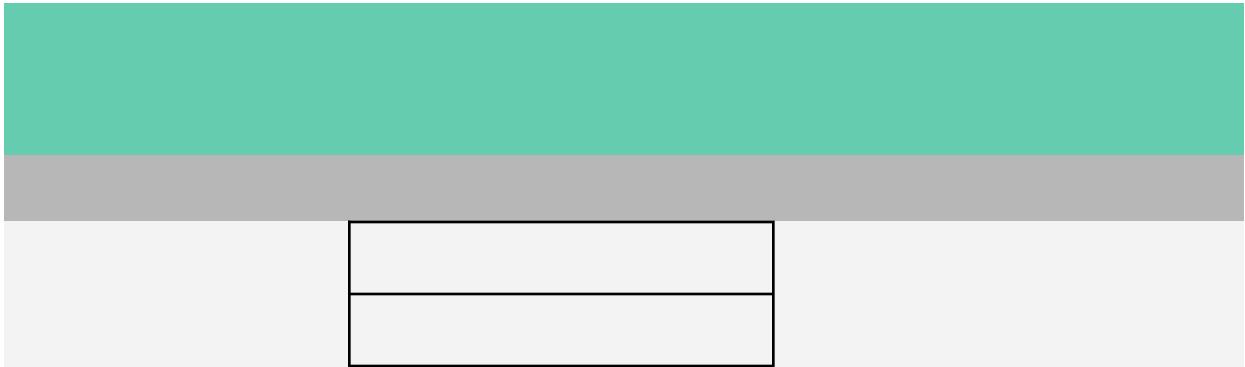
- Navigation
- Warm-up
- Form
- Jargon
- FAQ

3. Create a "High-Level" Priority Guide

Swolenomics 101 — High-Level Priority Guide

High Level Priority Guide		
Page Name	Swolenomics 101 Landing Page.	
Goal	Give a basic intro, have navs and such to go to relative pages	
Element	Content	Intent & Functionality
Body	Everything but header	Holds everything

Nav	—	buttons	—	Jump to different important information sections
Main	—	Main form sections	—	Holds the three most important information sections.
sidebar		Jargon vocab list		Gives a constant hud with commonly used gym terminology
footer		faq		Gives short FAQ for the user



6. Style Guide – Typography & Color Schemes

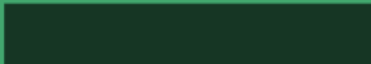
Insert an image of your style guide in the box below.

TYPOGRAPHY & COLOR STYLE GUIDE

COLORS



Primary



Secondary

Accent #1



Neutrals

TYPOGRAPHY

Display / Heading Font Families

AA
EXO 2 BOLD

AA
EXO 2 MEDIUM

AA
EXO 2 LIGHT

Regular Copy Font Families

Aa
Poppins Bold

Aa
Poppins Medium

Aa
Poppins Light

HEADLINES

H1 HEADLINE

HEADLINES

H1 HEADLINE

H2 HEADLINE

h3 headline

h4 headline

h5 headline

h6 headline

BODY TEXT

Example Lorem Copy, Yo

Regular: Lorem ipsum dolor sit amet, consectetur adipisicing elit. Molestiae ipsa id nemo tempore provident quam asperiores libero totam exercitationem mollitia nisi, repellat qui quos, rem eius adipisci corporis aliquid aspernatur.

Strong: Lorem ipsum dolor sit amet consectetur adipisicing elit. Voluptates modi error! Lorem ipsum dolor sit amet consectetur. Lorem ipsum dolor sit amet, consectetur adipisicing elit. Unde.

Emphasis: Lorem ipsum dolor sit. *Lorem ipsum dolor sit amet consectetur.* Lorem ipsum dolor, sit amet consectetur adipisicing elit. Eligendi, quis.

LINKS

Default General Link

Primary Color Link

Secondary Color Link

