# Project 1: Hipster Laundrette

Jan 31, 2019 - March  11, 23:59 2021

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GRAPHIC & WEB DESIGN STUDIO
(UFCFHL-30-1)

# Overview

Simon and Minty have inherited a working laundrette (laundromat) located next to a University in a large urban center. They have secured funding to renovate it and want to turn it into a "hipster laundrette" targeting students, graduates and busy young professionals.

They don't have a huge budget and reopening day is in a few weeks. They have come to you to make them a one page website that works **most importantly** on mobile devices as well as on a desktop.

- They want their audience to know this isn't your typical laundrette. It's modern, fresh, stylish and a place not only to do your wash and dry, but  a community.

- They have also added inside their laundrette a full service cafe and small stage where they will have live music and open mic nights.

- Another item they want to promote is the ability to reserve both washers and dryers online.

# Required website features (tasks)

1. Store Name (Get Creative)
2. A reservation form is required
3. It must showcase the cafe and stage located inside the laundrette
4. Amenities section
5. Location map
6. Appropriate social media feeds
7. Images
8. Copy / Text

## Required printed pieces (tasks)

1. Logotype *or* mark for the business (see specifications)

2. An A3 Poster for their upcoming open mic night and call to action to sign up
   (All Ages Welcome)

3. A café menu price list **and** laundry service price list in once document that must
   include the following content

   a. Name and logotype of your laundrette

   b. Full Menu with price list ( your choice)

   c. List of laundry services available and prices

   d. Contact information

## Specifications

- **You MUST use an HTML5up! Template.** You may not use any other type
  of template for this project. You will name your original template in your
  submission notes.
- The café menu will be **A4 landscape folded** (front cover / back cover and interior
  spread) and delivered as a "press-ready" .pdf

- The poster will be **A3** and  delivered as a "press-ready" .pdf

- The logotype / Mark will be delivered on an artboard at 200mm x 200mm with
  a 50mm white space interior border and delivered as a .pdf
- Full colour print outs will be required for each piece at 100% size and cropped
  to size.
  - Logotype/mark must be submitted as a full colour printed piece at
    200mmx200mm with a 50mm interior white space border and registration
    marks, or cropped to size
  - Poster must be submitted as a full colour printed piece at 100% of A3
    with registration marks or cropped to size
  - Menu must be printed at 100% of A4 back to back, constructed and
    cut to size**
    **Subject to change.

*Obviously we don't have a real client here, so I want you to research features that would make up a "hipster laundrette" and would fit the user profile / target audience stated above. Potential competitors include other non-traditional laundrettes (let's ignore the location issue and consider other "hipster" / cafe / bar / laundrettes and laundromats as your competitors). You can place your laundrette anywhere in the world. Any competitors you find globally can be your competitors, not just the ones in the location you intend to place your business in. **This is mobile first.** Which means I will be looking first at your website on my phone using your link.*

*This must be hosted on a public, published,  GitHub page with access to your repository in your hand-in.*

## Considerations:

This is a website project that focuses primarily on how **the user interacts with your website**.

When choosing your template consider ALL aspects of how it works, and how your users would interact with the elements it provides. Some have more elements (menus etc) than others. **Choose carefully**.

Print pieces are designed to reinforce the design fundamentals you learned in the first semester.

Any images you find must be a high enough resolution to be printed AND must be resized to work on your website, if you choose to use them in both places. Loading times are important.

**Consider your craft when printing!** (AKA don't fold your poster when you hand it in) among other things. Don't wait till the last minute to print your piece only to find out your type is too small.

**In this world, Covid does not exist. You do not have to add any real world current issues concerning gatherings, masks, etc. into your project.**

**This is Mobile First**

**If you struggle with the name of your business, or are unable to pay for printing at this time,  please know you can contact me privately and we can work something out.**