## CIS 311 – Introduction to Web Design Group Project Site Design Document

**Site Name: *inkdcustoms.html***

**Developers: *Caleb Miller, Robin Rice, Sarah Oduro***

**Instructions: Complete all parts of this document, filling in all tables and *replacing italicized text* with your own.**

# 1) Strategy

## 1A) User Identification

**User Profiles. Who are the users you expect you use your site? (Include at least 3 profiles, including a means for the site to be administered.):**

|  |  |
| --- | --- |
| User Profile Name | Potential/Existing Customers |
| Technical Ability | Various |
| Demographics | Various |
| Percentage Use | 75% |

|  |  |
| --- | --- |
| User Profile Name | Owner |
| Technical Ability | Low to Mid |
| Demographics | Tattoo Artist |
| Percentage Use | 15% |

|  |  |
| --- | --- |
| User Profile Name | Web Dev |
| Technical Ability | High |
| Demographics | Site Designer/Maintenance |
| Percentage Use | 10% |

## 1B) Site Objectives

**Goals:**

Identify the goals and their contributing percentage to the overall site. Percentage should sum up to 100%.

|  |  |
| --- | --- |
| **Goals** | **Percentage** |
| Inform | 30% |
| Sell | 20% |
| Advertise | 35% |
| Entertain | 15% |
| Other \_\_\_\_\_\_\_\_\_ |  |
| Other \_\_\_\_\_\_\_\_\_ |  |

# 2) Scope

## 2A) Content Requirements

**Site feeling:**

Formal but light-hearted

Simple Background to accentuate Logo/Photos

Fun and Free

**Identify Theme:**

Colors that match and compliment the logo displayed on the home page.

Rock and roll-esque graffiti mural kind of feel

## 2B) Information Architecture

**Identify and create preliminary content:**

Gather pictures for the site. Enter them in the following table:

|  |  |
| --- | --- |
| **Picture file name** | **Picture description** |
| icon.img | Picture Icon |
| businessCard.img | Logo/Business card of the owner |
| img1.img | Image of a tattoo that was done by the owner |
| img2.img | Image of a tattoo that was done by the owner |
| img3.img | Image of a tattoo that was done by the owner |
|  |  |

Gather or create written content for the site (in Word). Each piece of written content must have a name. The pieces of content should be about 1 – 2 paragraphs. **Attach the actual content in the appendix to this document.**

Use the following table to organize and describe your content:

|  |  |
| --- | --- |
| **Content Name** | **Content Description** |
| Gallery | This will be a webpage that displays images of tattoos |
| Home | This will be the home page that displays general information |
| Contact | This will be the page that displays information needed for contacting. |
| Customer Feedback | This will be the review page that allows previous customers to leave feedback |
| images(11) | These will be galleries of images separated by content |

# 3) Design

Create a complete design for your website. The minimum site size is 5 web pages per team member.

## 3A) Screen Names

*[Determine the names of all of the screens for the site. Each screen should have a name and a description. Use the Screen Design Grid at the end of this document.]*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **3A** | | **3B** | **3D** | **3C** | **4A** | **4B** |
| **Screen Name** | **Description** | **Purpose** | **Content(s) Name** | **Graphics /Images** | **Skeleton** | **Linkages** |
| index.html | Home Page | Home  /Nav Page | Home | Logo/Background | 2 Row | gallery.html  customerFeedback.html  contact.html |
| gallery.html | Display Photo Gallery | link to tattoo images | Gallery | Links/Background | Single Pane | index.html  customerFeedback.html  contact.html |
| img(n).html (1-11) | Images by category | display images of different tattoos | Category | tattoo pics/BG | Heading/left | gallery.html  index.html |
| customerFeedback.html | Leave a review of your experience | Leave reviews for the artist | Review | BG | Single Pane | gallery.html  index.html  contact.html |
| contact.html | Schedule your next appointment | scheduling | Contact Us | Artist photo/BG/Logo | Single Pane | gallery.html  customerFeedback.html  index.html |

## 3B) Screen Purpose

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **3A** | | **3B** | **3D** | **3C** | **4A** | **4B** |
| **Screen Name** | **Description** | **Purpose** | **Content(s) Name** | **Graphics /Images** | **Skeleton** | **Linkages** |
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| contact.html | Schedule your next appointment | scheduling | Contact Us | Artist photo/BG/Logo | Single Pane | gallery.html  customerFeedback.html  index.html |

3C) Screen Graphics

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **3A** | | **3B** | **3D** | **3C** | **4A** | **4B** |
| **Screen Name** | **Description** | **Purpose** | **Content(s) Name** | **Graphics /Images** | **Skeleton** | **Linkages** |
| index.html | Home Page | Home  /Nav Page | Home | Logo/Background | 2 Row | gallery.html  customerFeedback.html  contact.html |
| gallery.html | Display Photo Gallery | link to tattoo images | Gallery | Links/Background | Single Pane | index.html  customerFeedback.html  contact.html |
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## 3D) Screen Content

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **3A** | | **3B** | **3D** | **3C** | **4A** | **4B** |
| **Screen Name** | **Description** | **Purpose** | **Content(s) Name** | **Graphics /Images** | **Skeleton** | **Linkages** |
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# 4) Structure

## 4A) Screen Structure Design

1) For each purpose listed in 3B, pick a skeleton from the examples on the next page.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **3A** | | **3B** | **3D** | **3C** | **4A** | **4B** |
| **Screen Name** | **Description** | **Purpose** | **Content(s) Name** | **Graphics /Images** | **Skeleton** | **Linkages** |
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2) Add the skeleton to each screen using the Screen Design Grid at the end of this document. See examples at the end of this document.

We have no design grid at the end of our document, only skeletons. If you meant to post pictures of the pages with that particular skeleton, We have not yet reached that point in our coding.

## 4B) Navigation Design

*[Identify the navigation structure of the system. Some common structures are:*

*Hierarchical, network, and sequential.]*

*[Create a node listing each screen and their linkage. Copy these linkages to the Screen Design Grid.]*

index.html links to: customerFeedback.html, contact.html, gallery.html

gallery.html links to: index.html, customerFeedback.html, contact.html

contact.html links to: index.html, customerFeedback.html, gallery.html

customerFeedback.html links to: index.html, gallery.html, contact.html

All images will link back to their corresponding galleries and also to the index.html

## 4C) CSS Design

Assign corporate fonts and color schemes to styles. Create CSS for the styles.

|  |  |  |
| --- | --- | --- |
| Style Information | Style Name | CSC File |
| Black and Red,  Bold Font,  All Lower Case | Header | index.html, gallery.html, contact.html,  customerFeedback.html |
| Black and Red,  Bold Font,  All Lower Case | Body | index.html, gallery.html, contact.html,  customerFeedback.html |
| Black and Red,  Bold Font,  All Lower Case | Nav | index.html, gallery.html, contact.html,  customerFeedback.html |
| Black and Red,  Bold Font,  All Lower Case | Tables | gallery.html |

# 5) Site Design Table

Using the information generated above, complete the table below to verify the consistency and completeness of your design.

**NOTE: The information in each of the sections above MUST be complete. Use this table to reference the information presented**

**in the sections above.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **3A** | | **3B** | **3D** | **3C** | **4A** | **4B** |
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| contact.html | Schedule your next appointment | scheduling | Contact Us | Artist photo/BG/Logo | Single Pane | gallery.html  customerFeedback.html  index.html |

# 6) Appendix for Content

*[Per the instructions in section 2B, prepare the written content for each of your screens and enter it here, indicating which content is for which screen.]*

# This website is going to be mostly graphically oriented, as this website is based wholly around the images of past tattoos as a marketing tool for future appointments.

# Example Screen Skeletons

Two Row Two Column Two Column with Heading



Heading/Left Menu Heading/Left Menu Heading/Right Menu

with Footer



Three Row Single Pane

