

## W7-S2 PRACTICE

### FROM IDEA TO MOCKUP

 At the end of this practice, you should be able to...

- ✓ Define Your Website's Personality among the 7 personalities types
- ✓ Plan Design Elements: fonts, colors, layouts, border radius, shadows, etc.
- ✓ Create Figma Mockup: Design a detailed website prototype
- ✓ Justify Your Choices: Explain how your design supports your goals

 Resources

You will need to read and use the following resources to perform this Web Design project

#### THEORY OF WEB DESIGN

- ✓ [CADT Course slides](#)
- ✓ [All Web Rules and Guidelines](#)
- ✓ [The 7 Websites Personalities](#)

#### IMAGES

- ✓ <https://unsplash.com>
- ✓ <https://squoosh.app>

#### TYPOGRAPHY

- ✓ <https://fonts.google.com>

#### ICONS

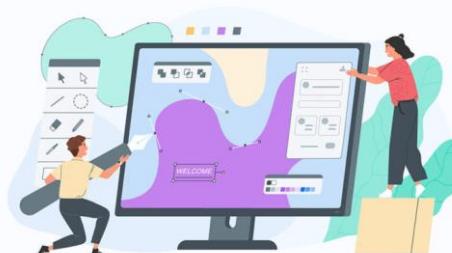
- ✓ <https://fonts.googleapis.com/icon>
- ✓ <https://phosphoricons.com>
- ✓ <https://icons8.com/icons>

#### COLORS

- ✓ <https://yeun.github.io/open-color>
- ✓ <https://colorls.co/palettes/trending>
- ✓ <https://paletton.com>
- ✓ <https://flatuicolors.com>
- ✓ <https://colorls.co/contrast-checker>

#### DESIGN INSPIRATIONS

- ✓ <https://land-book.com>



## PART 1 – Identify your **business** & your website personality

The first part of this project is to identify

- Which **business** to you want to build a website for
- Which [website personality](#) you want to apply

THE BUSINESS	
Your business Type	<p>Select your website type of business</p> <ul style="list-style-type: none"><li><input type="radio"/> Education</li><li><input type="radio"/> Non-Profit and Community Services</li><li><input type="radio"/> Sports and Fitness</li><li><input type="radio"/> Agriculture and Environment</li><li><input type="radio"/> Art and Design</li><li><input type="radio"/> Travel and Hospitality</li><li><input type="radio"/> Finance and Insurance</li><li><input type="radio"/> Healthcare and Pharmaceuticals</li><li><input type="radio"/> Manufacturing and Production</li><li><input type="radio"/> Media and Entertainment</li><li><input type="radio"/> Technology and Software</li><li><input type="radio"/> Food and Beverage</li><li><input type="radio"/> Services</li><li><input type="radio"/> E-commerce</li><li><input type="radio"/> Other (specify)</li></ul>
Your business Description	This project proposes the development of an Online Selling Scam Report Platform, a web-based system designed to help users identify, report, and avoid online selling scams. This platform allows users to report the scam cases, check seller's credibility, and identify scamming behaviors.

YOUR WEBSITE PERSONALITY	
Website Personality	<p>Select your website personality (check this <a href="#">link</a> for details)</p> <ul style="list-style-type: none"><li><input type="radio"/> Serious/Elegant</li><li><input type="radio"/> Minimalist/Simple</li><li><input type="radio"/> Plain/Neutral</li><li><input type="radio"/> Bold/Confident</li><li><input type="radio"/> Calm/Peaceful</li><li><input type="radio"/> Startup/Upbeat</li><li><input type="radio"/> Playful/Fun</li></ul>

## PART 2 – Analyze other designs and plan your layout

The second part of this project is to:

- Check for inspiration on [website design inspiration galleries](#)
- Draw on paper your first ideas...
- Identify your website layout approach

INSPIRATIONS	
Your inspiration references	<p><i>List some websites that inspired your design (example <a href="#">this one</a>)</i></p> <ul style="list-style-type: none"><li>• <i>Pinterest</i></li><li>• <i>Dribble.com</i></li><li>• <i>Stripe.com</i></li><li>• <i>Notion.com</i></li></ul>

THE FIRST IDEAS	
Your first mock up	<p><i>My first mock-up is a simple white-background homepage with a clear header, a hero section, and a straightforward reporting form. The goal is to keep the interface clean, readable, and trustworthy for users who want to report online scams quickly.</i></p>
How do you define your layout approach ?	<p><i>Select your layout among the list - or write a description</i></p> <ul style="list-style-type: none"><li>○ <a href="#">Single-Column Layout</a></li><li>○ <a href="#">Grid based layout</a></li><li>○ <a href="#">Row of Cards</a></li><li>○ <a href="#">Masonry Layout</a></li><li>○ <a href="#">Hero Section Layout</a></li><li>○ <a href="#">Magazine Layout</a></li><li>○ <a href="#">Fullscreen Layout</a></li><li>○ <a href="#">Sidebar Layout</a></li><li>○ <a href="#">Split-Screen Layout</a></li><li>○ <a href="#">Z-Pattern Layout</a></li></ul> <p><i>Other (describe your layout)</i> I choose the Single-Column Layout combined with a light Hero Section Layout at the top</p>

## PART 3 – Specify the website design ingredients

Now you need to specify the fonts, colors, icons pack, shadows you want to use for your design

- Make sure you understand the [75 web design ingredients](#)
- Look up for
  - o Fonts
    - <https://fonts.google.com>
  - o Colors
    - <https://yeun.github.io/open-color>
    - <https://coolors.co/palettes/trending>
    - <https://paletton.com>
    - <https://flatuic平colors.com>
  - o Icons
    - <https://fonts.google.com/icon>
    - <https://phosphoricons.com>
    - <https://icons8.com/icons>
  - o Image
    - <https://unsplash.com>

THE DESIGN SPECIFICATION	
Typography	<p>Which <b>fonts</b> will you use?</p> <ul style="list-style-type: none"><li>- <b>Headline 1:</b> Inter Bold</li><li>- <b>Headline 2:</b> Inter Semibold</li><li>- <b>Paragraph:</b> Inter Regular</li><li>- <b>Small text / labels:</b> Inter Light</li></ul> <p>- Etc.</p>
Colors	<p>Which <b>colors</b> will you use?</p> <ul style="list-style-type: none"><li>- Your main color white/black</li><li>- Your gray color #F4F4F4</li><li>- Accent color<ul style="list-style-type: none"><li>• Blue shades: #1565C0, #E3F2FD</li><li>• Gray shades: #888888, #DDDDDD</li></ul></li></ul>
Icons (If any)	<p>Are you using icons? Sure.</p> <p>Which <b>Icon pack</b> will you use? (URL)[fontawsome.com]</p>

	<p><i>What are <b>the goals of icons</b> in your design?</i></p> <ul style="list-style-type: none"> <li>• <i>display action, display features, visual assistance text, logo, etc.</i></li> </ul>
Shadows (If any)	<p><i>Are you using shadows? Yes, sure.</i></p> <p><i>What are <b>the goals of shadows</b> in your design?</i></p> <ul style="list-style-type: none"> <li>• <i>To show the emphasized thing on the page.</i></li> </ul>
Border Radius	<p><i>Are you using border radius?</i></p> <ul style="list-style-type: none"> <li>• <i>Yes, sure.</i></li> </ul> <p><i>Where is the border radius applied?</i></p> <ul style="list-style-type: none"> <li>• <i>images, buttons, cards, tables, etc.</i></li> </ul>

## *PART 4 – Detailed website prototype*

Now it's time to present your detailed design, which will be reviewed by other students and lecturer next week

- Either copy the mock up here or provide a FIGMA link to your work