

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](#)

TYPOGRAPHY

- ✓ <https://fonts.google.com>

COLORS

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

IMAGES

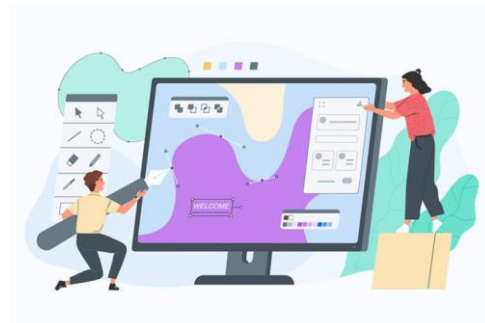
- ✓ <https://unsplash.com>
- ✓ <https://squoosh.app>

ICONS

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

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">○ Education○ Non-Profit and Community Services○ Sports and Fitness○ Agriculture and Environment○ Art and Design○ Travel and Hospitality○ Finance and Insurance○ Healthcare and Pharmaceuticals○ Manufacturing and Production○ Media and Entertainment○ Technology and Software○ Food and Beverage○ Services○ E-commerce○ <i>Other (specify)</i>
Your business Description	<p>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.</p>

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

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>List some websites that inspired your design (example <u>this one</u>)</p> <ul style="list-style-type: none">• <i>Pinterest</i>• <i>Dribbble.com</i>• <i>Stripe.com</i>• <i>Notion.com</i>

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>Select your layout among the list - or write a description</p> <ul style="list-style-type: none">○ <i>Single-Column Layout</i>○ Grid based layout○ Row of Cards○ Masonry Layout○ Hero Section Layout○ Magazine Layout○ Fullscreen Layout○ Sidebar Layout○ Split-Screen Layout○ Z-Pattern Layout• <i>Other (describe your layout)</i> <p>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
 - Fonts
 - <https://fonts.google.com>
 - Colors
 - <https://yeun.github.io/open-color>
 - <https://coolers.co/palettes/trending>
 - <https://paletton.com>
 - <https://flatuicolors.com>
 - Icons
 - <https://fonts.google.com/icon>
 - <https://phosphoricons.com>
 - <https://icons8.com/icons>
 - Image
 - <https://unsplash.com>

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

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

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