Brew & Sculpt Café – Part 1: Building the Foundation (Project Initiation & Planning)

**1. Learning Outcomes**

• Understand advantages of websites for small businesses.  
• Identify key success indicators (functionality, engagement, accessibility).  
• Identify required resources for website development.  
• Set up a structured project system and folder organization.

**2. Target Organisation**

Organisation Chosen: Brew & Sculpt Café (hypothetical small business / café + art/sculpture hybrid)

Reason for Choice:

• Combines coffee culture with art/sculpture services.  
• Provides scope for both visual design and content management.  
• Allows demonstration of placeholders, images, and accessibility features.

**3. Project Goals**

• Create a functional, appealing, informative, and engaging website.  
• Ensure accessible and standards-compliant HTML.  
• Demonstrate both plain and styled HTML pages.  
• Embed interactive Google Maps for café location.  
• Document all resources correctly using Harvard referencing style (IIE adapted).

**4. Research & Planning**

• Researched similar cafés and art spaces for content inspiration.  
• Planned website structure: Home, About, Services, Enquiry, Contact.  
• Developed a wireframe to visualize page layout and navigation.  
• Identified resources: images, text, and code snippets.

**5. Website Project Proposal**

• Target audience and objectives  
• Page structure and content flow  
• Design style: minimal black-and-white line-art aesthetic  
• Accessibility and usability considerations  
• Resource list and referencing plan

**6. Resources Gathered**

|  |  |
| --- | --- |
| Resource Type | Details |
| Images | 9 PNG placeholder images (coffee, art, sculpture) |
| Text Content | Café descriptions, service lists, menus |
| Code Snippets | HTML structure, navigation, forms, Google Maps integration |
| Tools | Visual Studio Code, browsers for testing |
| Legal/License | All content created, free, or licensed for demonstration |

**7. Project File Organization**

/project-root  
├── index.html (plain home page)  
├── about.html (plain about page)  
├── services.html (plain services page)  
├── enquiry.html (plain enquiry form)  
├── contact.html (plain contact page with Google Maps)  
├── index-styled.html (styled home page)  
├── about-styled.html (styled about page)  
├── services-styled.html (styled services page)  
├── enquiry-styled.html (styled enquiry page)  
├── contact-styled.html (styled contact page with Google Maps)  
├── images/ (9 PNG placeholders)  
├── references.docx (all images, map, wireframe references)  
└── README.txt (project documentation)

**8. HTML Page Creation**

• Created initial HTML pages using semantic elements: <header>, <main>, <section>, <footer>.  
• Linked all pages using a functional navigation menu.  
• Embedded forms on the Enquiry page and Google Maps on the Contact page.  
• Created styled versions with inline CSS for design and aesthetic consistency.

**9. Standards & Validation**

• W3C validated HTML  
• Proper heading hierarchy and semantic tags  
• Alt text for all images, ARIA roles, skip links for accessibility  
• Tested across multiple browsers for functionality

**10. Referencing & Documentation**

• Referencing Style: Harvard (IIE adapted)  
• Resources Referenced:  
 - Images & logos (9 PNG placeholders)  
 - HTML/CSS code snippets  
 - Text content (descriptions, menus, services)  
• Documentation includes README.txt / README.md and references.docx  
• References updated in Part 2 & Part 3 of the project  
• Submission includes Project Proposal, README, references.docx, and HTML files

**11. Additional Tasks & Tips**

• Time Management: Break project into smaller tasks with deadlines for HTML pages, styling, and documentation.  
• Collaboration: Seek feedback from instructors when needed.  
• Testing & Debugging: Test website functionality and appearance on multiple browsers and devices.

**12. Wireframe Overview**

+----------------------------+  
 | Header |  
 | Logo / Site Title |  
 | Nav: Home | About | |  
 | Services | Enquiry | Contact|  
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 | | | |  
+---------------+ +---------------+ +---------------+ +---------------+  
| Home Page | | About Page | | Services Page | | Enquiry Page |  
| --------------| | --------------| | --------------| | --------------|  
| Hero Image | | Placeholder | | Placeholder | | Contact Form |  
| Welcome Text | | About Text | | Services Text | | Name/Email/Msg|  
| Placeholder | | Placeholder | | Images | | |  
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 | Contact Page |  
 | --------------|  
 | Location+Hours|  
 | Google Maps |  
 | Quick Contact |  
 | Optional Img |  
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 | Footer |  
 | © Brew & Sculpt|  
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**13. Google Maps Reference**

• Embed URL: <https://www.google.com/maps?q=-33.9285,18.4231&output=embed>  
• Direct link (fallback/no-JS): <https://www.google.com/maps?q=-33.9285,18.4231>  
• Coordinates: -33.9285, 18.4231 (Cape Town, South Africa – example only)

**14. Conclusion**

This Word document fully satisfies Part 1: Building the Foundation, including project planning, organisation, resources, referencing, HTML structure, accessibility, wireframe, and documentation.