DESIGN PLAN FOR KLICK WEBSITE

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OCTOBER 6, 2023

COURSE: 420-H10-HR WEB PROGRAMMING
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ASSIGNMENT 1

THE NAME, DESCRIPTION AND TARGET AUDIENCE OF KLICK

The name of my website is KLICK. It is inspired by the orthodox spelling of the same-sounding word "click" with the difference being I used "K" instead of "C". "K" is the first letter of my last name, so, this adds my connection to the brand. I chose KLICK because it is the sound a camera button makes when you press it and the sound a mouse and keyboard make when you type or select information. The name encapsulates the identity of my brand and website.

− We all know and understand how hard it is to find the right people to capture your 21st birthday or wedding. We all know how it feels to be a graduated photographer and videographer struggling to find clientele and create a well-grounded portfolio and we all know the harsh reality of becoming the next big model at a renowned agency. Here at KLICK, we will bridge that gap for all the above-mentioned users. KLICK will be used as a medium to which users can connect and generate work on a more frequent basis. It will showcase the portfolio and catalogue of our various creators including photographers, videographers, and models. The user will be able to navigate through the website and choose the creator they want to work with and like any online shopping site, they will be able to choose and add the creator to a basket. At the checkout point of the process, they will be asked a series of questions for us to understand their needs and we will provide them with an estimated quote for the services rendered. A date and time will be scheduled to bring the user's creative idea to life. My company's slogan is, "Bring your creativity to life" and that is what we aim to satisfy. Since KLICK will have a wide range of users it will have a consistent inflow of supply and demand.

− So, who will the users and target audience be? KLICK is designed for people of all ages who would love to have amazing pictures and videos taken of themselves. If the user is younger than the age of 18, they will need the permission of their parent or guardian to book our services. The other target audiences are freelance workers in the fields of photography, videography, and modelling. They will range from beginner to professional. The freelance photographers and videographers will have the option of creating their work using models who are part of KLICK or simply accepting the job offers from our other users who need for example graduation, baby showers or wedding content created and curated for them.

THE LIST OF PAGES AND DESCRIPTION

Home

- This page will briefly inform the user of who KLICK is and will have graphical illustrations to captivate users. It will have the slogan which is the motto that governs our services. It will have hyperlinks in the top and bottom navigational sections where users will be able to click and navigate to other pages on the website.

About Us

- This page will introduce the user to KLICK and the services we provide. Here will share our vision, history, and values and it will introduce the CEO Sony Karisa and his team to the public.

Models

- This page will show the portfolio and catalogues of the models that are a part of KLICK. It will include general information like age, ethnicity, and modelling experience to make it informative and useful to the user.

Photographers

- This page will show the portfolio and catalogue of photographers who work with KLICK. It will also include descriptive information such as experience and the type of photography they specialize in. Examples of

specialties are studio, portraits, weddings, and wildlife to name a few. The specialties will increase with the growth both in numbers and experience of the photographers.

Videographers

- This page will show the portfolio and catalogues of the videographers who work with KLICK. It will also include descriptive information such as experience and the type of videography they specialize in. Examples of specialties are events, product/brand, and drone videoing.

Book Now

- This page will be the section where the user will be able to book and hire the creator of their choice. It functions the same as a checkout section of an online website. Quotes and prices will be previewed and processed on this page.

Testimonials

- This page will include all the feedback we receive from our past users, the achievements of KLICK and our satisfaction rating.

Contact Us

- This page will provide users with ways they can get in touch with KLICK such as email and phone. This page will also be the page photographers, videographers and models can use to join and be a part of KLICK.

Policy

- This page will include information such as terms of service, frequently asked questions, refunds, legal disclaimers, and limitations on who can make bookings with KLICK.

THE KLICK LOGO AND COLOUR PALETTE

I created the logo of my website from scratch. I used a desktop application called Freeform which allowed me to add the text KLICK and the camera icon. I was able to choose the font, font size, and background colour of the logo. I used the W3 schools website to create my 5 colour palette. Here is the link to the website: https://www.w3schools.com/colors/colors_monochromatic.asp.

LOGO   COLOR PALETTE

I will use the colour #342309 as the background colour of my banner, footer, and the colour of the informative text of the main section of my page. The #975B02 will be used as the background colour of my logo and the hover highlight colour as the user hovers over the navigation before clicking on the links to different pages. The colour #FB9902 will be used as the text colour for the words "your creativity" in my slogan in the header and it will be used as the text colour of the footer navigation elements and links. The colour #FFF1DC will be used as the background colour of my whole page where all the text will go on to because it is very light and the contents will stand out and make everything easier to read. The colour FDC168 will be used as later in my website process as a bullet point labelling colour. I also used

#FFFFFF as the background colour for my top navigation so that it stands out for the user and for the words "Bring, to and life" in my slogan.
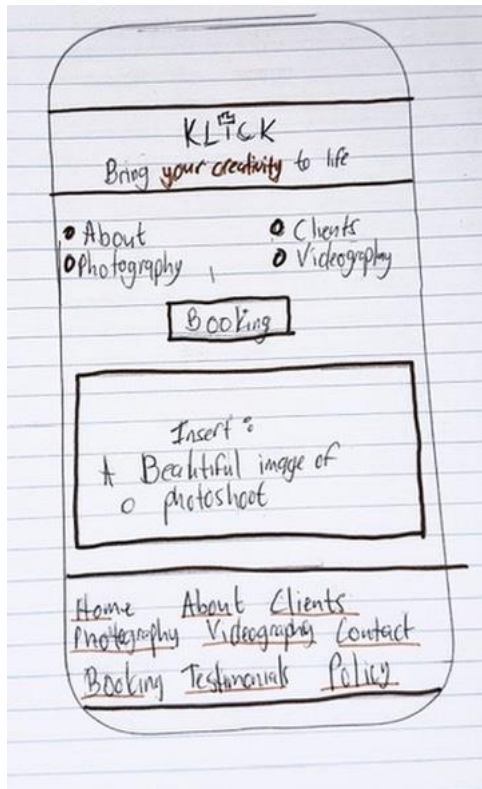
BANNER

The CSS properties I used are:

- Background-color, font family, font colour, font-size, text align, inline size, padding and height and width to size the image.

MOBILE MOCK-UP

I have the banner at the top of my mobile display. In the main section of the mobile view, I have the most important navigations About, Photographers, Videographers, Models and in the middle below these I have Booking. Booking will be displayed in a box border to resemble an actual button which will entice the user to press on it. It will be centralized so it is easy to see throughout the whole mobile view. Below the Navigations I will have an image to capture the user's attention and to give the page a warm and vibrant feel to it. Right at the bottom of the mobile view, I will have all my navigation links included so the user can see the other information about KLICK.

DESKTOP MOCK-UP
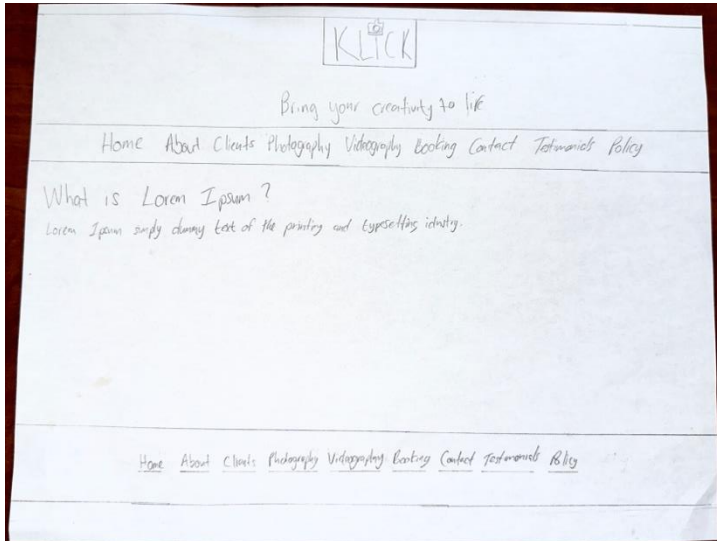
This image is the sketch used as the blueprint for the website's design.

The image below is the final desktop product and feel after using CSS and HTML in VSCODE to bring the sketch to life. You will notice some changes made in the navigation names and spacing. I added a copyright symbol as well to show originality and validity. Improvements were made as the coding process developed and while I compared my site to existing businesses that provide similar services.

KLICK

Bring your creativity to life

Home   About us   Models   Photographers   Videographers   Book Now   Contact Us   Testimonials   Policy

Where does it come from?

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32. The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham.

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