

## **Project 2 Proposal**

### **Description and Scope**

For this website project, I will be re-designing The Quilting Bee (formerly Aleena Winward Quilting), a quilting website local to Wellsville, Utah. Even though it is a small business, it is just as deserving as a professional-looking website. The website has 2 different versions, with the first being very simple but clunky, not visually appealing, and could use some major design improvements in navigation, content, and layout. The second version was better visually for some aspects but could use simplification in navigation and content. There are a few things on the website that are not needed, and several long submenus that are confusing.

The goal of the website is to advertise Aleena's quilting services and abilities to provide professional level quilting work to her customers. Thus, a focus will be placed on highlighting her previous projects in a visually pleasing way. Many of her customers are older retired women who don't have long-arm quilting technology and occasionally, younger women who want baby quilts but don't have time to make them. Since these are the main users of her website, there will be a focus on readability, logical ordering of pages/content, and simplification so it is easy for users to find what they need quickly.

I will design the essential pages for the website, which include home, about, gallery, pricing, and contact. I will design these with the focuses listed above, as well as incorporate as much real functionality as I can with my current skills. The home and about page will have more sections within them, the gallery page will include 10+ photos of quilts, and the other pages will stand alone.

### **Significance**

This project will be mutually beneficial, as The Quilting Bee will be provided with a new, improved look and layout, which will hopefully increase business and improve the brand name. It will provide me with a professional-looking website for a real business that I can show on my portfolio to display my design skills. I think it is significant to have a website

with real impact in the world, even if it is small, as opposed to a design that isn't doing anyone else any good.

There will be one form included on the website, along with the use of CSS transitions, which will make this project more advanced than those I have done in the past.

## **Equipment Needs and Resources**

For this project, I will be using Figma to plan a rough mockup of the website, so I can make design and layout decisions before spending hours coding something that doesn't work. Most of the images will be provided by the website owner, and I will adjust coloring and lighting for many of those using Photoshop. Any other images will be obtained by various stock photo websites, or photos with the correct Creative Commons licensing for commercial use.

Much of the website will be coded with HTML5, CSS, and Bootstrap to help with layout and responsiveness. I plan to use Google fonts to select a few appropriate fonts for the website. I will use either Bootstrap's icons or Font Awesome icons depending on the style I choose. Provided I have enough time, I will also use Adobe Illustrator to revamp The Quilting Bee's logo.

## **Timeline**

**30 min:** View competitor websites & write down ideas, things to keep in mind

**4 hrs:** Create a simple mockup in Figma

**2 hr:** Get feedback from client about mockup and apply any desired changes

**3 hr:** Touch up photos in Photoshop

**3 hr:** Build HTML basic structure with content

**12.5+ hr:** Code CSS and additional HTML needed for styling and layout (rows, cols, etc.)

If there is leftover time, it will be spent on revamping the logo in Illustrator.