WEB 2890 - Project 2: Proposal

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Description and scope

For this project I will be designing a website for Crest Consulting which involves a home page, about us page, and a valuation page. Creating a website for the 99design contest will help fit into my portfolio and show that I can create professional website designs. They specialize in providing a full service real estate firm to multiple commercial and residential real estate consulting services. Although they do not currently have a website, they did provide many inspirational websites and list off what they liked about each one in order to combine them into a functional and decent website. I will be using horizontal rule tags to separate the different portions of the website giving it clear and simple sections. I will also give it a spacious and simplistic layout with cooler-toned colors such as a darker blue and white with some great contrast.

The about us page will be similar to the home page in the sense that it will retain the simplistic design yet provide all the necessary information to explain the Crest Consulting Company. With the use of photos (most likely at least 2-4 per page), they will add to the professionalism and create a more attractive web page.

Significance

I chose to do this type of project because I really enjoy professional websites. I feel like many websites revolve around simplicity because it makes the website more attractive and easy to navigate whereas if it were too complex, it could distress the user and make it difficult to understand. This relates to my portfolio because it will help me improve on attracting more customers/viewers to my web portfolio by using similar techniques. Features that will be included into this project include some animations, a simplistic yet well-designed website layout, the use of bootstrap, a professional-look, etc. Getting some feedback from some users will also be very beneficial to creating a good website for Crest Consulting and also improve on my strengths for the portfolio.

Equipment needs and resources

I intend to use resources such as google web fonts, font awesome icons, unsplash images, bootstrap, some javascript, etc. I will likely be required to create a responsive form for the website since that is the main emphasis to attract banks and private investors/professionals. I will likely import most of the images from unsplash or pixabay since they have a wide variety of photos, including real estate pictures which is what I will mainly be using. I will most likely be using adobe XD to create a quick mockup of what the website will look like.

Then using Visual Studio Code, I will develop the actual website and create the final touches. I have plenty of experience using these softwares, so it shouldn't be a huge learning curve to create the website but definitely will take some time. The buttons and links will be clickable and will be responsive, the entire website will have a recurring theme of professionalism. Given the notes on the 99designs website, the pages will

follow the page descriptions, photoshop examples, and use the content from the provided information and attachments.

Timeline

Hours to Complete   -   Task

3 - Use the inspirational websites and examples provided to me in the notes on the 99designs website and study what the owner would like to see on the website.

2 - Find/create images using unsplash and photoshop, will also involve compressing photos other than the hero image.

4 - Make a prototype for the website along with a mockup using Adobe XD.

5 - Gather some information from user feedback and implement it into the mockup and prototype.

8-11 - Create the website with the use of HTML5/CSS and Bootstrap. Could go over the hours listed due to content.

Total Time: 22-25 hours

99designs website:

https://99designs.com/web-design/contests/leading-real-estate-valuation-firm-needs-design-86089/brief