# Project 2 – Web 2890 – Proposal

# Description and scope

This project will be a redesign of a website I previously created for my father’s fence installation business, Classic Fencing Inc. Classic Fencing was a local business established in 1996 and was located in the heart of Ogden, Utah. The company was in service until 2021 when my father retired. With everyone deciding to move into different career fields, and having no one to take over for him, he decided to close down the business. In the past year, as a family we have reminisced about the business and have run into past clients who were content with our service so many years later. My dad has also talked more about the closeness and joy that it brought to our family by working as a team for over two decades. Since our talks, I have contemplated re-establishing the business as I have a yearning for the physical nature of the job.

In the previous business, installing fences was the only component of the business, so a decision must be made as to whether the sale of fence materials will be added as part of the reestablished business. I will discuss sales of materials with other industry professionals to see if it is advantageous to incorporate it into the business.

The original website I created was never established on the web because my father is from an era pre-computer and is not tech savvy in the least. Knowing that there is a need for an online presence in today’s day and age, what way to move the business forward and give it a digital footprint than a redesign of the original website. I created the original in 2012 using HTML and CSS only. The goal of the redesign is to modernize the original to incorporate newer technologies such as HTML5, Sass, Bootstrap, JavaScript, and other technologies to accomplish my goal.

# Significance

My goal for this project is to modernize the design from 2012 and make it look as professional as I can with the current skillset that I have. The old website was coded in previous versions of HTML and CSS. This newer version will incorporate HTML5, Sass, Bootstrap, JavaScript, and other technologies.

I would like to incorporate a hero image and carousel which will display some of the work done over the 40 plus years of fence experience that the owner had in total. There are a few hundred pictures to choose from, but there may be a challenge with older photos being grainy, thus a need for stock images to replace some older images, if needed.

I would also like to add buttons, tables, and lists to help with the flow of each page while giving it a nice color scheme to bring it all together. If the decision is made to move forward with material sales, then I will need to add a sales page with checkout capabilities.

# Equipment needs and resources

I will resize and retouch images provided by the customer using Adobe Photoshop. For any other needed images, I will use a free-use site like Unsplash or Pexels to get those images. The use of Adobe illustrator will be for creating graphics and a new logo.

The largest portion of this project will be coding the pages using newer versions of HTML/CSS, and adding Bootstrap as a resource. I will also attempt to find an image of a fence that we installed many years ago up near Weber States Ogden campus. The significance of this photo is that some of the Ogden campus buildings are in the background of the image, along with the bell tower. This is the photo I would like to use as the hero image. If I cannot find the photo, I will knock on the door and ask the former customer if I can take the picture myself.

# Timeline

Step needed to complete the project.

3 hours – Meet with occupational friends to discuss needs for the website.

3 hours – Use Adobe Illustrator to create graphics and modernize/redesign the

logo.

2 hours – Use Adobe Photoshop to optimize and retouch images as needed.

3 hours – Gather needed stock images from sites like Unsplash or Pexels.

2 hours – Sort through job photos to find what images to use on the website.

12 hours – Code the necessary pages to modernize the website.