Final Website Plan Paper – Bleachwave Tees

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1   Changes Since Original Website Plan

Since the original design proposal, several adjustments were made to streamline the project scope and enhance usability:

- The e-commerce functionality was simplified to a gallery-style layout rather than a full shopping cart system, due to time and technical constraints.
- Additional focus was placed on showcasing the creative process and making the site mobile-optimized, in line with the audience's habits.
- The font pairings were slightly modified to improve readability on smaller screens.
- Some of the originally planned multimedia (such as behind-the-scenes video content) was not included, but space was left for future integration.

2   Why did you choose the colors and theme for your website?

The color scheme of black, deep purple, bright orange, and white was chosen to visually echo Angela's creative medium: bleach on black fabric. These colors reinforce the psychedelic aesthetic and mimic the organic, high-contrast visuals of the t-shirt designs. The theme—minimalist with bold visual punches—ensures that Angela's unique artwork remains the focus. The dark background contrasts strongly with her bleach designs, allowing the shirts and images to "pop" visually.

3   How did you develop the navigation structure for your site? Why do you feel that it is effective?

The navigation structure is simple and user-focused, consisting of:

- Home
- Gallery
- About
- Contact

This clean, linear structure ensures users can easily locate key content without being overwhelmed. Since the target audience is primarily mobile users with intermediate tech skills, the navigation bar is both responsive and minimal, using intuitive labels. This helps users find Angela's designs quickly and allows for fast access to essential information like how to commission work or get in touch.

4 Did you effectively use multimedia? Why were the files included in your site?

Yes, multimedia was effectively used in the form of high-resolution images displayed in the Gallery section. These photos showcase the t-shirt designs in detail and from multiple angles, which is essential for artistic and fashion-focused products. Although video content was not yet implemented, image optimization was prioritized to maintain fast load times without sacrificing quality. These visuals serve both a portfolio and marketing purpose, engaging visitors while highlighting Angela's unique process.

5 Did you build a site that matched your described audience?

Yes, the final site strongly aligns with the needs and habits of the target audience:

- **Technical ability**: Navigation and layout are intuitive and mobile-first, suitable for users familiar with online shopping and social media.
- **Platform usage**: The design is fully responsive and was tested on both iOS and Android, as well as laptop browsers.
- **Reason for visiting**: Whether a user wants to browse designs, learn about the process, or contact Angela for commissions, the site makes these goals easy to achieve with clear calls to action and accessible content.

The combination of bold visuals, simplicity, and quick-loading pages makes the site feel both professional and creative—perfectly aligned with the style-conscious, artsy demographic.

6 HTML, CSS, and Image Element Summary

Below is a bullet-style breakdown of key elements used across the site, with explanations where applicable:

6.1 Home Page (index.html)

- `<header>`, `<nav>`, `<footer>` – Semantic structure for accessibility and SEO.
- `<img>` – Used for a hero image/banner representing Angela's style.
- `<a>` – Links for navigation and contact.
- `<h1>`, `<h2>`, `<h3>` – Headings for title and intro text.
- `<section>` – Organizes the welcome message and featured designs.

CSS:

- `background-color`, `font-family`, `text-align` for overall branding.
- Flexbox layout for responsive design.

- `:hover` states for interactive navigation.

6.2   Gallery Page (gallery.html)

- `<figure>` / `<figcaption>` – Each t-shirt image is paired with a caption for accessibility and context.
- Grid layout using CSS Grid for a structured, scalable image layout.
- `<img>` – Optimized images with descriptive alt tags.

CSS:

- `grid-template-columns`, `gap` for spacing.
- `box-shadow`, `border-radius` for visual depth.

6.3   About Page (about.html)

- `<article>` – Used to contain Angela's artist story and process.
- `<img>` – Portrait or image of Angela at work.
- `<blockquote>` – Optional use for a quote or mission statement.

CSS:

- `line-height`, `max-width`, and `padding` for readability.
- Theme colors to maintain brand consistency.

6.4   Contact Page (contact.html)

- `<form>` – Simple contact form with fields for name, email, and message.
- `<label>` – Associated with form inputs for accessibility.
- `<input>`, `<textarea>` – Standard form controls.

CSS:

- Styled form inputs with consistent spacing and border styles.
- Responsive adjustments for mobile input fields.

6.5   Global CSS (applied to all pages)

- `@media` queries – Mobile responsiveness.
- Google Fonts – Mixed psychedelic-style headline and clean sans-serif body font.
- CSS Variables – Used for defining and reusing theme colors.
- Reset styles – Applied to ensure consistency across browsers.

7 Final Thoughts

The Bleachwave Tees site successfully translates Angela's vibrant and offbeat brand into a web experience that feels authentic, accessible, and visually compelling. While a few features (like video or e-commerce integration) may be added in the future, the current version is technically sound, mobile-optimized, and targeted effectively for the intended audience.