## Task 1: Selecting Your Client and Planning Your Website Design

**Overview**

Select a client for your project. Build wireframes for four webpages, and select an appropriate color palette, logo, font color, and typography. Provide an analysis of your design choices.

**Instructions**

Provide your responses in the following table.

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| **Client’s Name**  *Hint: What is the full business name of the client?* Select a client from the provided clients list in the [**Client Scenario and Criteria**](https://app.sophia.org/tutorials/introduction-to-web-development-client-scenario-and-criteria). |
| Bloom Valley Nursery |

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| **Figma Wireframe Links**  *Hint: Provide a link to the correct wireframe files in your Figma account. Use the “Share” button, copy the link URL, and paste the link in the appropriate box below.*  Build eight wireframes for the website and include the links to be able to access throughout the rest of the Touchstone tasks:   * The mobile wireframe link includes the Homepage, Gallery page, About Us page, and custom page. * The desktop wireframe link includes the Homepage, Gallery page, About Us page, and custom page.   Wireframes should   * be created using the Figma tool (there should be one Figma file link for the mobile wireframes for all four webpages and one Figma file link for the desktop wireframes for all four webpages); * be organized to demonstrate a clear layout and should not be confusing; * not include color; * include some labels to indicate what each box or section represents; * have a consistent header section, footer section, and navigation menu for all pages; and * tinclude, in the main sections of each page, appropriate elements, image placeholders, button placeholders, and paragraph and header placeholders (lorem ipsum or filler text is not required). |
| Mobile Wireframe Link: <https://www.figma.com/design/3p6v5JgOEh4sOlab8LpO28/Bloom-Valley-Nursery-Mobile?node-id=972191-10510&t=h8LuluNC5gB7ZNe4-1> |
| Desktop Wireframe Link:  <https://www.figma.com/design/oq3Ri2o2Mq5RVyIZh2N2JH/Bloom-Valley-Nursery-Desktop?node-id=974174-3542&t=27JL8MYNBHFoRND0-1> |

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| **Color Palette Selection**  *Hint: Which color palette did you choose for your selected client?* Select a color palette from the choices in the [**Client Scenario and Criteria**](https://app.sophia.org/tutorials/introduction-to-web-development-client-scenario-and-criteria)   * The color palette, logo, font color, and typefaces should be appropriate according to the client description provided in **Client Scenario and Criteria**. * For the color palette, font color, and typefaces, provide the choice number of your selected option. If you plan to select colored font/text, you must include a color contrast report. |
| Color Palette 2 |
| **Color Palette Analysis**  *Hint: Why did you choose each color in the color palette, and how will it meet the needs of the client or the client’s desired theme and style?* |
| The two green colors bring a sense of nature and sustainability. The blue, yellow, and gray are bright and spring-like, floral colors, and sky colors. This matches the customer’s desire to reflect natural beauty. The colors are warm and inviting like the client is to the local community. |

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| **Logo Selection**  *Hint: Which logo did you choose for your selected client?* Select a logo from the choices in the [**Client Scenario and Criteria**](https://app.sophia.org/tutorials/introduction-to-web-development-client-scenario-and-criteria). |
| I picked the meadow mist for the logo. The color has a good contrast with all the other colors. The logo also looks a bit like a leaf sprouting so they green is a good representation of nature. |
| **Logo Selection Analysis**  *Hint: Why did you choose the logo, and how will it meet the needs of the client or the client’s desired theme and style?* |
| By comparing all the colors together, you are able to get a clear picture how well the dark green goes with all the color colors. This frees up our creativity to have background colors of the website to work with any of the other colors.  C:\Users\wperry\AppData\Local\Temp\SNAGHTMLb53ac334.PNG |

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| **Font Color Selection**  *Hint:* *Which of the provided font colors would you choose for your client’s website?*Select a font color from the choices in the [**Client Scenario and Criteria**](https://app.sophia.org/tutorials/introduction-to-web-development-client-scenario-and-criteria). |
| The detritus green would be the best selection for font color with any other color as it is the most legible against the other colors except if the background is canopy green, the willow gray would make an excellent choice . |
| **Font Color Analysis**  *Hint: Justify your choice of font color. If you include colors for the text on the site, make sure that you include a color contrast report such as* [*https://accessibleweb.com/color-contrast-checker/*](https://accessibleweb.com/color-contrast-checker/) *or* [*https://webaim.org/resources/contrastchecker/*](https://webaim.org/resources/contrastchecker/) *to ensure the font will meet accessibility needs.* |
| Detritus Green to Meadow Mist: [WebAIM: Contrast Checker](https://webaim.org/resources/contrastchecker/?fcolor=00231C&bcolor=96BAA0)  This passes everything with a score of 7.81:1  Detritus Green to Sky Bloom: [WebAIM: Contrast Checker](https://webaim.org/resources/contrastchecker/?fcolor=00231C&bcolor=BDD4DA)  This passes everything with a score of 10.81:1  Detritus Green to Sunlit Petal: [WebAIM: Contrast Checker](https://webaim.org/resources/contrastchecker/?fcolor=00231C&bcolor=F0C06D)  This passes everything with a score of 9.91:1  Detritus Green to Cloudy Gray: [WebAIM: Contrast Checker](https://webaim.org/resources/contrastchecker/?fcolor=00231C&bcolor=F7F7F7)  This passes everything with a score of 15.59:1  Willow Gray text to Canopy Green background: [WebAIM: Contrast Checker](https://webaim.org/resources/contrastchecker/?fcolor=C5C3C3&bcolor=014038)  This passes everything except for WCAG AAA for normal text. This could use for large text. Score: 6.67:1 |

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| **Typography Selection**  *Hint: Which of the provided typography would you choose for your client’s website?* Select a set of typefaces from the provided typeface choices in the [**Client Scenario and Criteria**](https://app.sophia.org/tutorials/introduction-to-web-development-client-scenario-and-criteria). |
| **Typography option 2**  Title large: Arial Bold 30px  Title: Arial Bold 25 px  Subtitle: Comfortaa Normal 15px  Body large: Calibri Normal 20px  Body strong Calibri Bold 16px  Body: Calibri Normal 16px  Captions: Arial Cold 11px |
| **Typography Analysis**  *Hint: Why did you choose these specific typefaces and font types?* |
| Of the options available, this one appears the most uniform and clean due to all typography options being sans-serif. The fonts have a total of 3 fonts that which will flow well together. Most of the fonts expect for comfortaa are web safe but is accessible with google fonts. This can be replaced with either the arial or calibri if the web browser does not support the font. |