## 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/hZQPfNaFGPQfE9tSpBEk7V/Bloom-Valley-Nursery-Site?node-id=0-1 |
| Desktop Wireframe Link:  https://www.figma.com/design/hZQPfNaFGPQfE9tSpBEk7V/Bloom-Valley-Nursery-Site?node-id=1-2 |

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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. |
| I chose 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?* |
| I preferred this color palette the most because it offers a wide range of colors and contrasts. The client wants the website to showcase the natural beauty of their nursery. I believe that each of these colors conveys a vibrant sense of life: the greens represent living plants, the blue symbolizes a clear sky, the yellow depicts a beautiful sun or blooming plants, and the grey represents a morning fog that allows the colors to stand out within it. |

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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). |
| *Based on the color palette I chose above, I picked this logo:* |
| **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?* |
| I plan on using a dark theme for the website. This logo shows some nice contrast without being white. They want the theme to reflect the natural beauty of their nursery, and I think the yellow color is very natural, particularly for the beautiful colors of the Fall. |

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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). |
| *I chose font color 3:* |
| **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.* |
| From the options I had I felt like Willow Grey was the best option. The red fails on every category on the contrast report, and I didn’t even bother with the dark green on a dark green background. |

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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). |
| I chose Typography option 2: |
| **Typography Analysis**  *Hint: Why did you choose these specific typefaces and font types?* |
| I selected these typefaces for two reasons. First, Arial and Calibri are easily readable and widely used. Second, I am not a fan of Comic Sans. It does not come across as professional to me, and I would not recommend using it on a business website. I also liked Typography Option 3, except for Comic Sans being used as the Body Large typeface. |