

Comp 126: Final Project Design Spec

Colin Ham

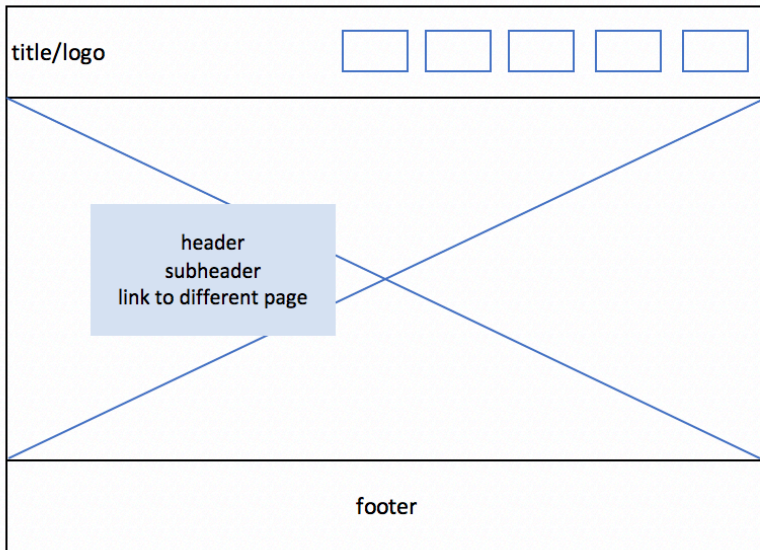
Summary

I am redesigning the website for Cloud 9 Walkers. The current website for Cloud 9 Walkers looks like something I could have designed before stepping foot in this class. Because of this, I am planning to do a complete redesign. With my site, I am hoping to convey a “modern” and “earthy” tone. I picked these tones because I want the site to have a modern feel to give it more credibility as a real site. And I picked the earthy tone because of the rugged, outdoor nature of horseback riding. Additionally, I want the site to feel more like a retail site. The original site felt more like a blog about Cloud 9. With my site, I want it to feel more like an official site where customers can place orders and learn more about the company. Overall, I think that creating a site that feels more “official” with “modern” and “earthy” tones will be the best option. The modern feel makes it seem more contemporary while also establishing a feeling of credibility that helps make the site more credible. And the “earthy” tone helps portray Cloud 9’s core values of being close with animals and nature.

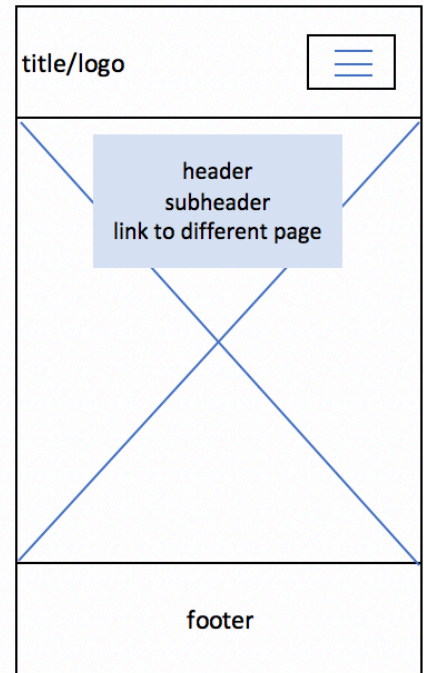
I plan on achieving the modern tone through my layout and color choices and I plan on achieving the earthy tone through my color scheme and picture choices. For the modern tone, I am going to do a simpler white header and footer. Additionally, my nav bar items are also going to be white and then accented with green when hovered. I think that the white nav bar will give a slick, modern feel to my site. For the earthy tone, I am going to use a color palette that contain a lot of brown, tan, black, and white with green accents. The brown and green are typically correlated with nature very often so I think this will help convey the “earthy” vibe. Additionally, I am going to include pictures of horses with lush, natural backgrounds. I want these pictures to be really high definition too so that they can help convey a modern and earthy vibe.

This design spec will be linked in the footer of my site by clicking on the word “design”

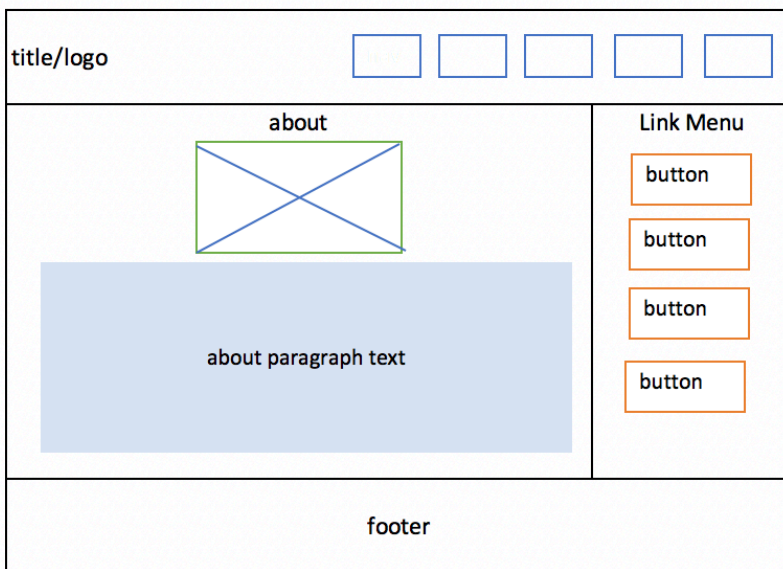
Layout



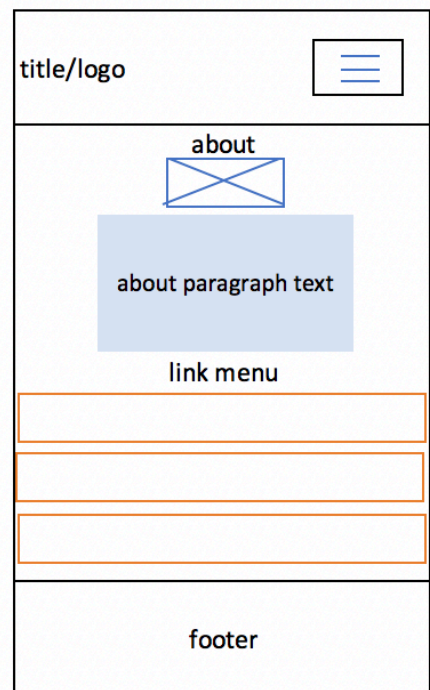
Home Page Desktop View



Home page Mobile View



About Page Desktop View



About Page Mobile View

Design Palette

#302718

#C7AB59

#DED2A8

#FFFFFF

#699E3C

Headline Text

Section Header

Sub Header

Nav 1 | Nav 2 | Nav 3

This is a body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Bytext line: April 26, 2020

Nav Item

Nav Item Selected

Nav Item Hovered

Button

Button Hover

*Buttons do not have a background color so they take on whatever background color they are placed on