**Project: “Paint & Sip”**

**Client Contact**

Teresa Schmidt

tschmidt@gmail.com

123-456-7890

**Primary Objective**

We want to create an appealing website to advertise “Paint & Sip”. A colorful yet easy to read webpage including photos and multiple pages. We also want to show customers a fun thing they can do with friends while supporting a good cause. We will show how we can provide them with a fun, yet relaxing, and social environment; Where they can also sip some wine, while learning some simple painting techniques to create a beautiful hangable painting.

**Target Audience**

The target audience would mainly include women (maybe even men) over the age of 21, probably women in their twenties to late thirties would be more interested in participating. Another good target audience could be women having parties or get togethers such as birthday gatherings, bachelorette parties, and many others.

**Tone. Theme and Visuals**

The color scheme used will include the colors below, which are

 **91A437**

**4B2D73**

**4C0017**

8F78AD

**445200**

BBCD67

**Market Research:**

* Creative color Scheme
  + Colorful
* Photos
  + Building
  + art
* Well organized and creative
  + Multiple pages easy to navigate
  + Horizontal navigation bar across top so all available space can be used

**Accent color:**

Tones and Tints from the main color scheme will be used as accents.

**6B4E90**

311557

**721330**

**Goals:** what each page is responsible for

* Home
  + The Home page which is also the index/main page will be an attention getter which will include: artwork images, art related quotes, text and images related to the page’s mission, and a small amount of text letting customer know what the business is all about.
* What We Do
  + This page will include and explanation about what customers do when going to “Paint & Sip” as will as the company’s mission.
    - Photos
      * Photos is a subpage for “What We Do” and it will include a gallery with photos from events.
* Sign Up!
  + The main sign up page will include a “sign up” form for events and a form to make requests for private events.
    - Events
      * Events is a subpage for Sign up that will include an event schedule.
* Contact Us
  + The contact us page will include a contact us form for email, as will as social media links, address, and phone number.