

**Important:** A client, [Good Harvest Bakery](#), will be used throughout this sample submission. You may NOT use the Good Harvest Bakery client for your project.

For the Touchstone Tasks and final Touchstone, you must select one of the three approved clients from the list provided in [Client Scenario and Criteria](#) - Bloom Valley Nursery, ABC Fitness Studio, or Book Haven Bookstore.

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Date: 01/17/2024

## 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.

Client's Name
<i>Hint: What is the full business name of the client?</i>
Good Harvest Bakery

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 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;
- include, in the main sections of each page, appropriate elements, image placeholder, button placeholders, and paragraph and header placeholders (lorem ipsum or filler text is not required).

link  
link  
link  
link

LOGO

H1 Heading  
Page Title

H2 Heading

paragraph text

promo

promo

promo

Why shop here...

value / perk

value / perk

value / perk

Shop by Category

category

category

category

category

Sign up for our Newsletter

SUBSCRIBE

link | link | link

LOGO

H1 Heading  
Page Title

H2 Gallery Heading

View Cart

H3 Product Title

P Product Description

Add to Cart

H3 Product Title

P Product Description

Add to Cart

H3 Product Title

P Product Description

Add to Cart

H3 Product Title

P Product Description

Add to Cart

H3 Product Title

P Product Description

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H3 Product Title

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H3 Product Title

P Product Description

Add to Cart

H3 Product Title

P Product Description

Add to Cart

H3 Product Title

P Product Description

Add to Cart

Sign up for our Newsletter

SUBSCRIBE

link | link | link

LOGO

H1 Heading  
Page Title

H2 About Us

P paragraph about the business

H2 Community Involvement

Contact Us

Name:

Email Address:

Phone Number:

Feedback/Order Information:

☐ Custom Order

Submit

Clear Form

Sign up for our Newsletter

SUBSCRIBE

link | link | link

LOGO

H1 Heading  
Page Title

H2 Customer Spotlight

John Doe

P Customer Spotlight Description

Jane Smith

P Customer Spotlight Description

Anna Smith

P Customer Spotlight Description

H2 Community Involvement

H3 Title

P Description of the community outreach and involvement.

H3 Title

P Description of the community outreach and involvement.

Events and Collaborations

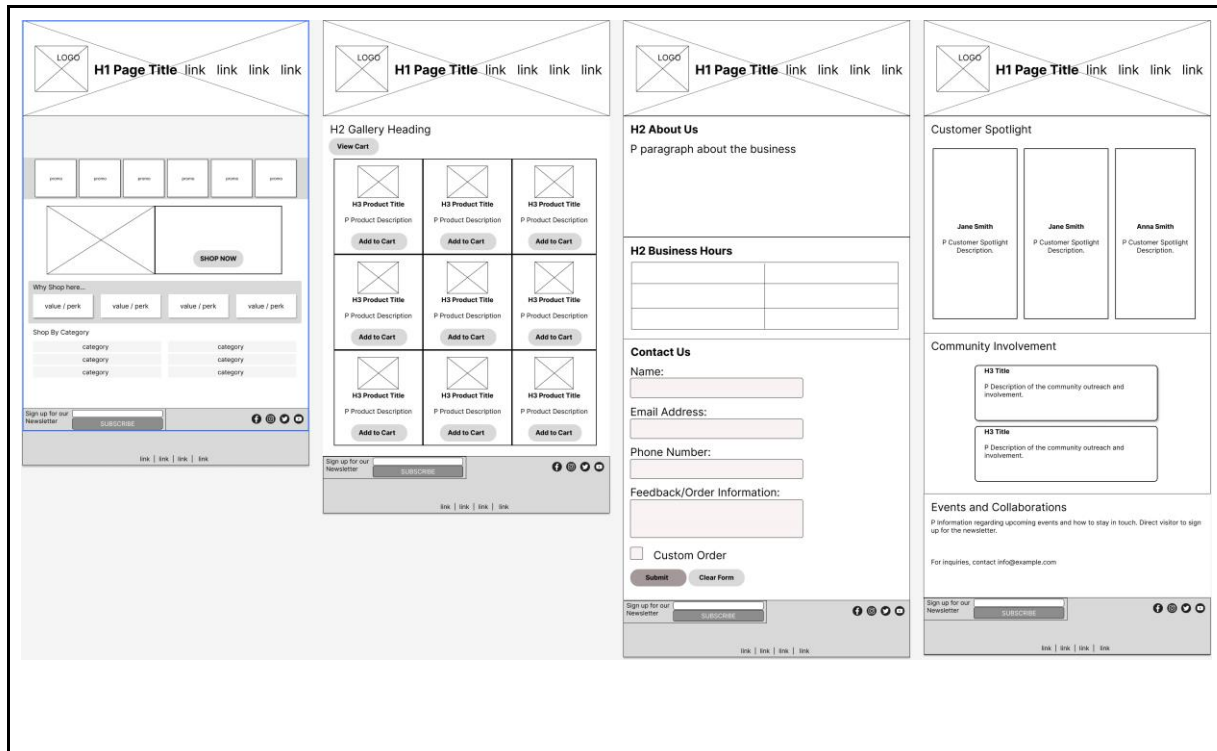
P Information regarding upcoming events and how to stay in touch. Direct visitor to sign up for the newsletter.

Sign up for our Newsletter

SUBSCRIBE

link | link | link

For inquiries, contact info@example.com



## Color Palette Selection

*Hint: Which color palette did you choose for your selected client?*

- 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 1

## 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?*

To portray the idea of fresh and natural goodness, clean white and a delicious-looking pink were chosen as a reflection of the sweetness of cupcake frosting. The ivory was chosen to bring in the earthy straw-like color but brighter and lighter. Together, these colors will create a sense of bright and tasty fun. The Tiffany blue and copper colors were chosen to portray a similar sense of fun with an earthy feel.

## Logo Selection

*Hint: Which logo did you choose for your selected client?*

Logo 1
<b>Logo Selection Analysis</b> <i>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>
The logo with deep teal (Midnight Harvest #013C4A) was selected as the logo as it works well with the other colors in the palette and provides a sophisticated outlook for the brand of the client.

<b>Font Color Selection</b> <i>Hint: Which of the provided font colors would you choose for your client's website?</i>
Font Color 2
<b>Font Color Analysis</b> <i>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 <a href="https://accessibleweb.com/color-contrast-checker/">https://accessibleweb.com/color-contrast-checker/</a> or <a href="https://webaim.org/resources/contrastchecker/">https://webaim.org/resources/contrastchecker/</a> to ensure the font will meet accessibility needs.</i>
Black olive was chosen for the font throughout the site because pure black should be avoided on digital screens. Furthermore, the font color will provide great contrast against the Tiffany blue color in the palette. I do not plan to use any colored text in the website design plan, so I have not included a color contrast report.

<b>Typography Selection</b> <i>Hint: Which of the provided typography would you choose for your client's website?</i>
Typography Option 2
<b>Typography Analysis</b> <i>Hint: Why did you choose these specific typefaces and font types?</i>
A sans serif font was chosen for most of the typefaces due to readability and clean feel and look. The display font was set to Garamond for the company logo to provide a visual contrast to the rest of the text on the site. Furthermore, the client (i.e., me, the learner) chose Garamond because it feels a bit more elegant without being scripty or too fancy. The subtitle was set as Comfortaa, which provides a lighter feel and will be used as subtitles for product names under the product images.

