## **Website Planning Document – Danielle Van Allen – CSC100 – January 11, 2021**

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| **Checklist for Planning a Website** | |  |
| Topic | Web Developer Questions | Answers (Give brief but thoughtful and realistic answers with the cooperation of all team members. No, the website will not be *real* but it does need to be *realistic.*) |
| Purpose of the Website | What is the purpose and goal of the website? | The purpose of this website is to showcase my professional skills in a personal portfolio. |
|  | What is the company’s mission statement? | My vision is creating beautiful artistic designs with creativity, originality, and a personal touch. |
| Target Audience | Describe the target audience (age, gender, demographics) | My target audience is all gender artists from 13-65 looking to host their artwork online. |
|  | What information is most pertinent to the users? | Information most pertinent would include my skills, my style of design, and how to contact me. |
| Multiplatform Display | Will you design for multiple platform display or only focus on a desktop or mobile design? | I will definitely design this site to be readable on multiple platforms, mobile galleries are very important in the artistic field, as are professionally laid out desktop sites. |
| Wireframe | How many pages will be included in the website? | I have included 26 pages on my website as indicated by my site map attached below. |
|  | How will the pages be organized? | The pages will be organized in a hierarchal fashion, with the Home page remaining a hub. |
|  | What type of website structure is appropriate for the content? | A hierarchal structure will work best for an artistic gallery. There should be a Home page with links to different galleries based on the viewer’s interests. The galleries do not need to link to each other, just to return to the front page. |
| Graphics | What graphics will you use on the website? | I will use images of my own artwork to showcase my personal style, plus graphical components to the website that create a central theme. |
| Color | What colors will you use within the site to enhance the purpose and brand? | I would like to use neutral colors, mostly earth tones like tan and gray, with a pop of green color to accent. I do not want to use too many saturated colors because the layout should not detract from the artwork. |
| Typography | What font styles will you use within the website? | I love the classic look of serif font, so I will be using that along with a handwritten looking font for titles and accents. Sans serif font has too modern a look for what I am imagining. The font I will choose will most likely be Playfair Display, an open-source font downloaded from google.com. |
| Accessibility | How will the website accommodate people with disabilities? | This is very important because there will be many images on the website. Each image should have a detailed and accurate alternate text, and the text on the website itself will be readable, and modifiable to various sizes without loss to the structure of the website. There will be no audio on the website, but users can use text to speech for web accessibility. |

Sketch the wireframe for the home page below:

Text, letter

Description automatically generated with medium confidence

Site Map

Diagram

Description automatically generated