Assignment 4

Page 1 - Homepage
Description
A welcoming page with a video background and bold text introducing the brand. Includes a navigation bar, service highlights, and a brief "About Us" section.

Font
Hero Section: Sans-serif, bold, large for the title; medium for the subtitle.
Navigation Bar: Sans-serif, bold, small text.
Background

Hero Section: Full-screen video with a semi-transparent black overlay behind text.
Other Sections: Light grey for services and soft grey for "About Us."
Font Color

Hero Section: White.
Services and About Us: Dark grey.
Media/Interactivity

Video background plays automatically and loops seamlessly.
Buttons have hover effects, changing from transparent to white with black text.
Rationale
The video background creates an immersive and professional first impression. The bold fonts and hover effects make navigation easy and engaging.

Navigation Bar
Description
A sticky navigation bar that remains visible as users scroll down.

Font
Sans-serif, bold, small text.

Background
Initially grey and slightly transparent.
Changes to transparent as users scroll down.
Font Color
White for links.

Media/Interactivity
Links change to blue on hover.
Rationale
The sticky bar ensures ease of navigation. Hover effects make links visually interactive and user-friendly.

Services Section
Description
Showcases service offerings with a starting price, description, and call-to-action buttons.

Font
Bold, large for titles.
Medium text for descriptions.
Background
Light grey.

Font Color
Titles: Dark grey.
Descriptions: Grey.
Media/Interactivity

Each service card includes an image that scales slightly on hover.
Buttons highlight in blue on hover.
Rationale
The clean, structured layout focuses attention on services without clutter. Hover effects add interactivity.

About Us Section
Description
Explains the brand's mission and story with text and a supporting image.

Font
Bold, large for titles.
Medium text for body content.
Background
Soft grey.

Font Color
Title: Dark grey.
Body Text: Grey.
Media/Interactivity
Includes an image that adjusts to fit the container.

Rationale

A soft background creates visual separation from other sections, making the content stand out.

Footer
Description
Contains contact information, hours of operation, and location details.

Font

Bold, medium for headings.
Small text for additional details.
Background
Light grey.

Font Color

Headings: Dark grey.
Text: Grey.
Media/Interactivity
No interactive elements in this section.

Rationale
The footer provides essential information in a clean, accessible layout that matches the overall site design.

Page 2 - Services Page
Description
Displays a gallery of services in card format, each with an image, description, and pricing.

Font

Bold, large for titles.
Medium text for descriptions.
Background
Light grey.

Font Color

Titles: Dark grey.
Descriptions: Grey.
Media/Interactivity

Hover effects on cards, where images have a subtle shadow and scale effect.
Buttons change to blue on hover.
Rationale

A gallery layout visually organizes services for easy browsing while hover effects enhance user interaction.

Page 3 - About Us Page
Description
Dedicated to explaining the business's story and values.

Font

Bold, large for titles.
Medium text for body content.
Background
Soft grey.

Font Color
Dark grey.

Media/Interactivity
Includes a static image with proper scaling to avoid distortion.

Rationale
Keeps the user engaged with a clean, content-focused layout that highlights the brand's mission.

I created this detailing website to make it simple and convenient for customers to learn about and book car detailing services. The goal was to design a site that feels somewhat professional, and easy to use. I chose a color scheme of deep blue, white, grey, and black because these colors work well together to create a clean and modern look. Deep blue can possibly give out a sense of trust and reliability, which is important for a service based business. White ensures the site looks fresh and uncluttered, making it easy for users to read and focus on important details. Grey adds a soft, balanced background that separates different sections without being distracting, and black adds boldness and a luxury feel that matches the quality service being offered. The video background on the homepage grabs attention and makes the site feel dynamic and engaging, while hover effects on buttons and images add a level of interactivity, making the site more fun to explore. The navigation is simple which ensures users can easily find the information they need, whether it's about the services, pricing, or the company itself. Each section is designed with clarity and simplicity in mind, using the color principles to ensure the layout looks clean and organized. The colors and design choices not only make the site visually appealing but also reflect the professionalism and care the business possibly provides, helping build trust with potential customers. **WIREFRAME: https://wireframe.cc/qWCool**