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.

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| **Client’s Name**  *Hint: What is the full business name of the client?* Select a client from the provided clients list in the [**Client Scenario and Criteria**](https://app.sophia.org/tutorials/introduction-to-web-development-client-scenario-and-criteria). |
| Book Haven Bookstore |

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| **Figma Wireframe Links**  *Hint: Provide a link to the correct wireframe files in your Figma account. Use the “Share” button, copy the link URL, and paste the link in the appropriate box below.*  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 created using the Figma tool (there should be one Figma file link for the mobile wireframes for all four webpages and one Figma file link for the desktop wireframes for all four webpages); * 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; and * tinclude, in the main sections of each page, appropriate elements, image placeholders, button placeholders, and paragraph and header placeholders (lorem ipsum or filler text is not required). |
| Mobile Wireframe Link: <https://www.figma.com/design/Xtq4291ZGePG0G7xprQQm3/Touchstone-Task-1-%3A-Book-Haven-Bookstore-Mobile-Wireframe?node-id=0-1&m=dev&t=LfMmiSjzYwVlErlC-1> |
| Desktop Wireframe Link:  <https://www.figma.com/design/RYhheANbMfCwOnLJXFdqv1/Touchstone-Task-1-%3A-Book-Haven-Bookstore-Desktop-Wireframe?node-id=0-1&m=dev&t=VHVa59Ig41u98Ny8-1> |

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| **Color Palette Selection**  *Hint: Which color palette did you choose for your selected client?* Select a color palette from the choices in the [**Client Scenario and Criteria**](https://app.sophia.org/tutorials/introduction-to-web-development-client-scenario-and-criteria)   * The color palette, logo, font color, and typefaces should be appropriate according to the client description provided in **Client Scenario and Criteria**. * 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. |
| *(required)*  Color Palette 2 : Midnight Manuscript, Regal Quill, Literature Blue, Book Worm, Romantic Red |
| **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?* |
| *(required)*  I chose color palette two because it was the warmest and calm color palette. Especially for a bookstore where customers would spend time skiimming or reading through books, a color palette that isn't distracting from the book itself is essential. This rules out color palette 3. Color palette 3 is too high energy and bright which isn't condusive to a reading evironment. Color palette 1 is slightly better but dusty rose, aged gold, and parchment white I believe is too bright. Furthermore, a pink color doesn't evoke the calm atmosphere of a bookstore. Color palette 1 would be better for a bookstore with the target audience of kids.  Color palette 2 is dark, moody, and gives off a sophisticated feeling. It feels ancient and old, but not cold and uninviting. It is bright, but almost muted yet still has saturation. It's dark enough to not contest with all of the colors of a book, and is able to sit in the background while the book design and stories take center stage. |

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| **Logo Selection**  *Hint: Which logo did you choose for your selected client?* Select a logo from the choices in the [**Client Scenario and Criteria**](https://app.sophia.org/tutorials/introduction-to-web-development-client-scenario-and-criteria). |
| I chose the logo with the color 'literature blue'. |
| **Logo Selection Analysis**  *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?* |
| First of all, 'midnight manuscript' and 'regal quill' gives off very royal, almost untouchable feeling, yet the bookstore is accessible to all. Even though blue is the color for calmness, 'literature blue' feels a bit too corporate and doesn't feel strong enough to be the center piece of an online brand. Green always feels like it is connected to nature and with this company trying to be a strong online presence, I don't think green is a good choice. Coupled with the fact that the logo contains what seems to be a flower, green can be a little too on the nose for the logo design but the logo itself doesn't have anything to do with nature.  This leaves us with 'romantic red' which I think is the best option out of the five. It is the best option because red has a bit more excitement that the former colors and feels a bit more youthful. With this bookstore wanting to have an online presence, a color that can feel mature yet still feels relatable to a younger demographic would be ideal and this color best represents this out of the five. |

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| **Font Color Selection**  *Hint:* *Which of the provided font colors would you choose for your client’s website?*Select a font color from the choices in the [**Client Scenario and Criteria**](https://app.sophia.org/tutorials/introduction-to-web-development-client-scenario-and-criteria). |
| Bookish Black |
| **Font Color Analysis**  *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* [*https://accessibleweb.com/color-contrast-checker/*](https://accessibleweb.com/color-contrast-checker/) *or* [*https://webaim.org/resources/contrastchecker/*](https://webaim.org/resources/contrastchecker/) *to ensure the font will meet accessibility needs.* |
| With the other two colors, one being a bright purple and the other being a light grey, I believe that these colors aren't as widely accessible as just normal bookish black. Black is just the easiest to read, but with this color not being completely black, it has enough contrast but not too much that it is hard on the eyes.  Also, the name gives it a few extra points. |

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| **Typography Selection**  *Hint: Which of the provided typography would you choose for your client’s website?* Select a set of typefaces from the provided typeface choices in the [**Client Scenario and Criteria**](https://app.sophia.org/tutorials/introduction-to-web-development-client-scenario-and-criteria). |
| Typography Option 2 |
| **Typography Analysis**  *Hint: Why did you choose these specific typefaces and font types?* |
| An online bookstore will have many images of books with all sorts of fonts and designs. Therefore, fonts that doesn't distract from the book covers or add to the complexity of all of these books on the same screen is ideal. Therefore, a san-serif font will be informative but won't add to the overwhelming nature of an online bookstore. |