**KF4009 Assessment Website Development Journal**

For this assessment, I am meant to develop a website for a fantasy company called Chollerton Tearooms. The company has a tearoom, craft shop, general village store, post office, and bed and breakfast facilities. As the website designer, I am meant to promote all the company’s facilities and services, while also making the website have a high-quality look and easily accessible to all its users.

**Mood board of Website Inspiration Ideas**

According to the case study, the company is located in the hamlet of Chollerton in the North Tyne Valley, which means it is in the countryside. I, therefore, looked up images of the North Tyne Valley, and what it’s most known for, and added them to my mood board. I also looked up the websites and logos of some high-class brands, such as Zara and Tiffany and co, that provided various services just like our fantasy company.

See below my moodboard:

Graphical user interface, website

Description automatically generated

Continue

Pastel purple: #b19cd9;

References

craftShop:

Unknown. (Unknown). Available at: <https://i.pinimg.com/236x/08/d4/b1/08d4b12195f84063d674822bb3da62f3.jpg> (Accessed 16 MAY 2023).

bAndB:

Unknown. (Unknown). Available at: https://i.pinimg.com/236x/8b/af/5b/8baf5b084b8ae57d68981e449e26d6a1.jpg (Accessed 16 MAY 2023).

postOffice:

Unknown. (Unknown). Available at: https://i.pinimg.com/236x/78/cb/92/78cb922869b5910903d07807f59e0d0d.jpg (Accessed 16 MAY 2023).

generalStore:

Unknown. (Unknown). Available at: https://i.pinimg.com/236x/1c/1e/d5/1c1ed5439d5eeceab5bd56e046cfe215.jpg(Accessed 16 MAY 2023).

coverPage:

Unknown. (Unknown). Available at: https://i.pinimg.com/236x/e8/f0/e4/e8f0e49fbda4f34036472dc51ac61ac7.jpg(Accessed 16 MAY 2023).