* + 1. **Background**

My website's primary purpose is to build a relationship with the reader, provide personalized jewellery services, and donate a part of the profit to help women and children escape from the deadly darkness of domestic violence.

* + 1. **Wire Frames**

Wireframes are considered to be the first stage of the web design process. A wireframe is a two-dimensional drawing of a page's interface, and it's used to define and plan the information hierarchy on a page or screen. How should the items in the page be organized, what content goes where, how should space be allocated, and what functionalities are available, including positioning elements such as buttons, menus, and headings. Is important to note that a wireframe is a straightforward blueprint of what the final project will look. It is essentially a black and white diagram; there is no need to include any styling, colour or graphics. The purpose of wireframing is to work minimally to start organizing the information and figuring out a page's flow. With wireframing, we can work quickly and generate lots of ideas.

There's a lot of questions about the page's design, but before we're diving into that and being distracted by it, we want to make sure that what we are designing is the right thing. Focusing only on the content and the structure is the idea behind wireframes and allows us only to get the important thing in our message across before making it beautiful and great user experience.

Graphical user interface

Description automatically generatedGraphical user interface, application

Description automatically generated**WIREFRAME DESKTOP VERSION:**

Graphical user interface

Description automatically generatedA picture containing graphical user interface

Description automatically generated

**A picture containing graphical user interface

Description automatically generatedA picture containing graphical user interface

Description automatically generatedWIREFRAME MOBILE VERSION:**

Graphical user interface

Description automatically generatedGraphical user interface

Description automatically generated

* + 1. **Colour Choices**

It is not a straightforward choice to get the right colour combination and how to use it. Colours can affect the way others communicate with you and what they think of your brand dramatically. So, choosing them wisely is essential. Colours are a way of communication. Somehow, there is a colour symbolism that influences feelings, mood, and emotions drastically.

For the SHINES website, I choose an elegant colour scheme that brings together **dark muted tones** (black, #262626 – very dark grey, #35424a- dark greyish cornflower blue) **with light pink** ( #ffb2b2- sundown) **and white** to create a clean, elegant and sophisticated look.

**Black** and **dark tones** are making individuals feel secure and booming. It is often connected with the notion that anything is either expensive or sophisticated. It is the colour of timelessness and beauty. Black is a deep colour, as far as marketing is concerned. Power and freedom are inferred.

SHINES is a reminder that women that survived domestic violence are courageous, strong and fearless. Femininity and what is romantic is usually associated with **pink**, that is the reason I choose it. It gives a sense of empathy and true love for humans. It can also be linked to playfulness. In terms of marketing, this colour is identified with passion, warmth, peacefulness. It is also the colour of sensitivity and compassion.

The concept of being calm and feeling good is linked to **white**. It also usually conveys the impression of freshness and cleanliness. White is associated with new ideas or even new beginnings as far as marketing is concerned. That's why it was the perfect choice for SHINES.

* + 1. **Accessibility**

If we want to make our website public, we have to understand accessibility, be dedicated to maintaining accessibility, learn how to enforce accessibility, and understand their legal responsibilities. If websites and web tools are properly built and coded, people with disabilities can use them without any problem. However, several sites and resources are currently built with accessibility obstacles that make it difficult or impossible for certain individuals to use them.

Having the web-accessible benefits to people, corporations, and society.

For my website, SHINES, I used Alternative Text for Images to support those who cannot see and use a screen reader that reads the details on a page aloud, including the **alt**text for the visual image. Alternative Text for Images is also useful to individuals who toggle photos off or technologies that do not see images, such as search engines.

**1.2.5 GDPR**

N/A

**1.2.6 Distance Selling**

N/A

**1.2.7 Evaluation**

By designing this website, I did my best to follow The World Wide Web Consortium (W3C) guiding principles from the head section using: metatags, script tags, style tags, the title tags of pages etc. I have attempted to arrange all elements, including all heading tags logically. I used many elements like article, aside, nav and section, in my file, and all of these are new to HTML5. It is fascinating, in my opinion, to understand how HTML categorizes these elements. You can take advantage of HTML5, explain semantics, and write more useful documents if you know those content models.

CSS model reveals how elements are measured in terms of size. Every HTML element in the browser is a rectangular box. Every paragraph, link, every single element of HTML is a box of its own. The Spacing between the elements is the default style. I used CSS to eliminate or modify the styles of my website. With width and height I could set the values of a specific size to the content box. The padding helped me adjust the space inside the element. Margin Controlled the space on the outside of the element. And the border added a space between the padding and the margin of the element.

I have used js validation to make a player button functional (to pause/play the video with a click of a button) - Home page and for the slideshow from my Contact page.

I do not feel I encountered any significant problems.