

Project Design

Web Site Description:

This website is for a commercial automotive graphics and vehicle wrapping company that wants to showcase their work so that they can have an interactive tool for their prospects to see. This site will use animation and possibly “graffiti” to create an artistic feel, along with photos of the company’s work. These photos will be completed and current projects of the company’s work with the ability for a potential customer to hover their mouse over a photo to check estimated prices and times it took to finish a project. The objectives for this website are to expand the company’s customer base by creating their own space on the Internet, which opens up their company to more potential business and to allow easy access to information on the company’s services. The scope of the content will be very simple. There will be more photos than actual written content. The written content contains information about the owners of the site and their business, services they provide, materials that they use, estimated prices for a job displayed by using photos of past/current jobs and what those prices were/are, the ability to inquire about a job right through the page, and contact information.

Proposed Web Site Domain Names:

- | | |
|--------------------------|--------------------------|
| 1. wrap-city.ca | available at godaddy.com |
| 2. wrapcity.ca | available at godaddy.com |
| 3. wrapcity-graphics.com | available at godaddy.com |

Design Goals and Differentiation:

The main design goal of this site is to target businesses that will benefit from the use of graphics on their vehicles and allow mobile users to be able to access the site on the go. Other goals of this site are to set apart the site from others by making it feel more artistic through design, have easy access to anything and everything on the site, to attract the eye of a potential client by eliminating any unnecessary visual clutter and

The main differentiation for this website from other company’s like this one will be the simplicity in content. Canawrap.com creates a lot of visual clutter by adding in social networking and advertisement along their outer columns, whereas I plan to eliminate the visual clutter and create more focus on the company and what they have to offer their clientele. Boundarycarwraps.com uses a darker background with lighter fonts, which creates high contrast but it lacks the visual “pop” that could be used to stand out from other websites and I plan to make the website “pop” visually with an artistic feel by using “graffiti”(possibility) and other animated features.

List of HTML5 and CSS Techniques

1. Folder Structure:

- one **main folder** will be used to contain the website
 - home, about, contact and site map html files will be accessible here
- there will be 2 sub folders within this main folder
 - **content**
 - services, materials, and photo gallery html files will be accessible here
 - another sub folder will be in this folder
 - images: holds all images for the site; which is possibly broken into smaller sub-folders according to relevance which is dependent on amount of photos
 - **style**
 - contains css style sheets

2. Web Site Design:

- two column layout design with a header and a footer using CSS-P for all content pages except the photo gallery
- photo gallery will have a three column layout with a thumbnail section between the two columns on other pages

3. External Style Sheets:

- by using an external style sheet it will give me more control over my layout
- I will have at least two style sheets, one for the index page because it is styled as a and entrance page, other will be for the main site with all of the content, also if there is time I would like to get a mobile page set up to target the mobile users

4. Navigation:

- will be a semantic list with use of drop down menus
- the buttons will be rounded using border-radius and contain a graphic image and text relevant to the page they are linked to
- anchor pseudo-classes will be used to emphasis the link being accessed
- also an inline text navigation bar will be used, the above is the main navigation menu

5. Site Map:

- see attached siteMap.jpeg

6. About Us:

- contains links to mine and the company owners email addresses
- talks about the company and the company owner

7. Fragment ID's:

- these are unnecessary for this website because I plan to minimize the scrolling to as little as possible

8. HTML Table:

- used on the Materials page for material names and costs

9. Contact Page:

- will use a CSS form to allow clients to inquire about projects right from the website

10. Entrance Page:

- use of and enter site button
- a shuffling photo gallery (time permitting, im assuming this is use of flash or java script)

11. Photo Gallery

- using the pseudo class hover, when a client moves the mouse over a photo time and price estimates will be displayed like a pop up
- there will a thumb nail section using the pseudo class active that when a photo is clicked it will be displayed on the content area

Wireframes:

Three wireframes are attached indexWireframe.png, contentWireframe.png, photoGallery Wireframe.png

Prototypes:

I have attached a mock-up website as my prototype. The pages that have been mocked up are index, navigationPage, services, and photoGallery.