Frozen Flame Design Final Report

Juan Campos - WDD 130-13

12/12/2022

**Subject:**

Frozen Flame Design is a website that introduces the audience to a group of graphical designers under the same banner who offer high-quality design services at low cost.

**Audience:**

Our audience is every small business that wants to renew the image of its trademark or is starting a new business and cannot afford to pay the market price for the designs they need.

**URL:**

<https://jcampos-94.github.io/wdd130/frozenflamedesign/index.html>

**Goal:**

The goal of this website is to accomplish notoriety for my design business by providing all the necessary information for people to understand who we are, what we do, and why they need us. First in my community and then anywhere worldwide where people could need this service.

**Design Process:**

I came up with the design by reviewing similar websites on the internet and then adding my personal touches, such as the slide on the Main page and a selection of my clients at the footer.

All images used to portray a business are part of my portfolio and represent real customers I had over the years. On the other hand, the website logo was born thanks to this website. Before, the logo was different and not even close in quality.

I decided to use those particular images because it was a tremendous help in terms of timesaving. When the need arose for me to think about a personal website for this project, all the logotypes I had designed over the years came to mind, so I knew this was my opportunity to create the website I needed to give my business a necessary boost.

I spent a couple of hours planning the Wireframes and followed them in detail:

The Main page's goal was to be an eye-catcher: direct, simple, and yet, capable of attracting people to it. Just like the designs, we offer in our packages.

The Packages page's intention is to detail everything we offer in a way that would help our clients decide what they want according to their needs.

The Contact Us page is there to help people see who we are and why we do this job. At the bottom, it provides the means to send us their contact information so we can reply as soon as possible.

Not many changes occurred during the creative process. The Main page suffered little to no adjustment, and the Contact Us page replaced our contact information with a form to contact the designers. The Packages page suffered no changes, but I have plans to do a total rework on it as I acquire extra knowledge. It is, after all, a design website, and every child page should reflect it.

**Conclusion:**

During this project, I learned to expand my horizons when designing something. I can create Wireframes and write HTML and CSS to turn a basic idea into a professional website. These skills will be helpful in the future because they brought me closer to finding jobs in Front-end Development. I can also expand my design business to websites opening better opportunities for my business in the future.