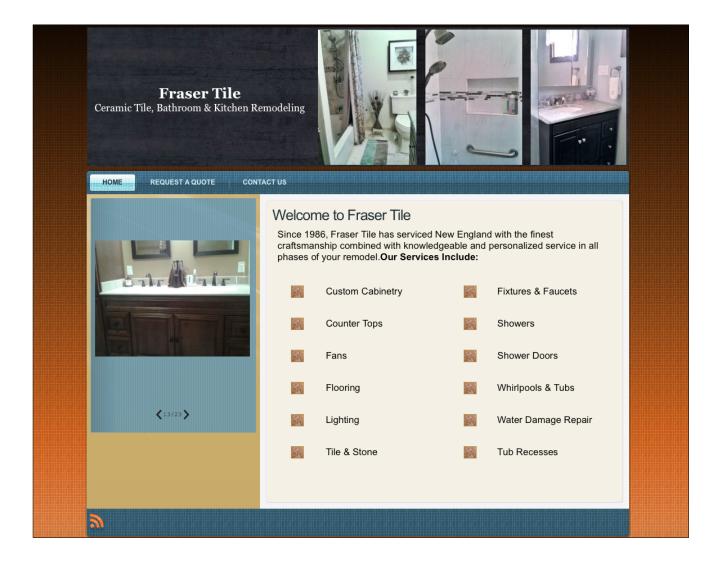# WEB SITE REDESIGN PROPOSAL

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SUMMARY

Objective

Fraser Tile has been in business for over thirty years. His website presently doesn't reflect his master craftsmanship or help in anyway to give confidence to potential clients. After speaking with Anthony on October 21, 2016 about his needs and goals we determined to improve his website's aesthetics and functionality. In the process of creating a new visual presence a logo creation is also welcome. We will decide on colors that will best represent a modern and established small business that delivers quality craftsmanship. We will create a website that will be visually appealing and easily navigable. It will provide information that will make potential customers not only want to choice Fraser Tile but actively pursue it by connecting with him by submit a form, or directly dialing him.

Goals

We discussed that the look and feel needed to reflect his craftsmanship; I planned on utilizing the box structure capabilities of html and css to mimic the look of actual tiles. I also plan creating a navigation system that would also take advantage of a grid system to reflect the look of tiles. We will choose a color scheme that is modern and inviting, we will also be selecting typefaces that will be cohesive to the overall design. I'll also be creating a contact form and updating the existing request a quote form so that they are cohesive and designed similarly. I'll be adding an about Fraser Tile section. The goal is to have 3 sections; The main section above the fold will have a logo and a gallery of his work, an about section, and a contact section that would be have the request a quote option as part of the contact form instead of separate sections for each and this will all be on one page.

Solution

Using html and css I'll be able to create one page that will be navigable both by scrolling up and down and by linking tiles to other sections of the page. Utilizes the tile shape; the square shape be the perfect structure to contain and organize information.

Project Outline

Gather ideas through research and discussion with Anthony Fraser on color themes and type choices, decide on structure through sketches and mock ups and produce iterations that will satisfy the his need. Using html and css create the site that best reflects the clients vision through the iteration process.

- Initial discussion about overall look and his goals of site.
- Sketches and mockup of designs with colors and type choices (on going)
- Sketches and design of logo that meets the clients needs (on going)
- Gathering of photos and editing of content.

FRASE TILE

- Page creation; html and css.
- iteration 2
- iteration 3
- final iteration.
- deployment.