

# Website Planning Document

## The Franklin City Site

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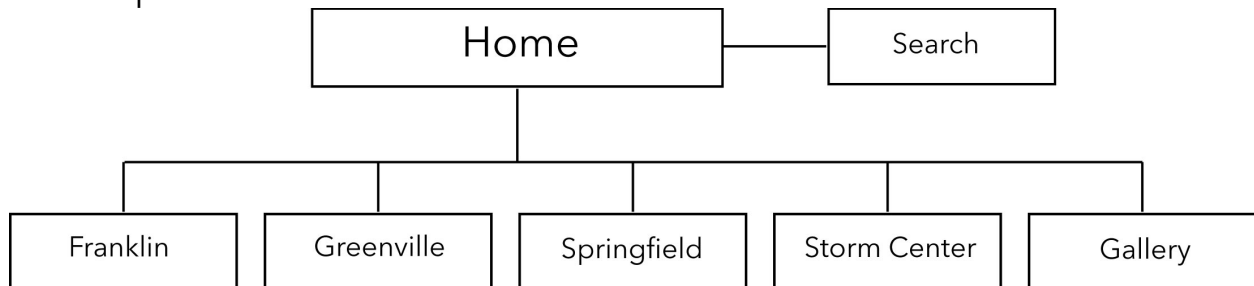
### Site Purpose

- The purpose of the Franklin City site is to inform the city members of important happenings, show the current weather, and display interesting photographs of city landmarks.

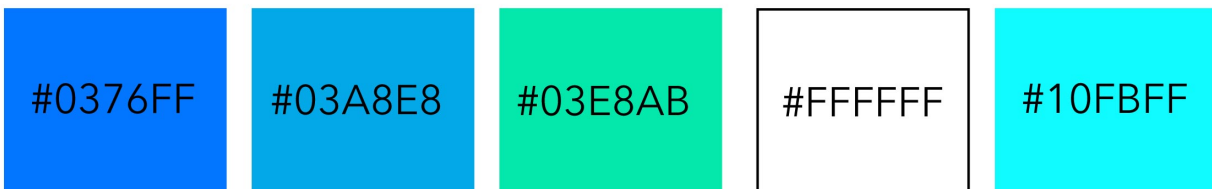
### Target Audience

- The target audience includes all people living within the city limits, the people living in the surrounding county, and people who are moving to or visiting Franklin City.
  - Busy Moms who are checking the page to find the weather, so, they can know if the recreation department will be holding sports games.
  - Business leaders who want to know what is going on with the city council.
  - Older people who may not be computer savvy, so the site needs to be easy to understand and navigate.

### Site Map



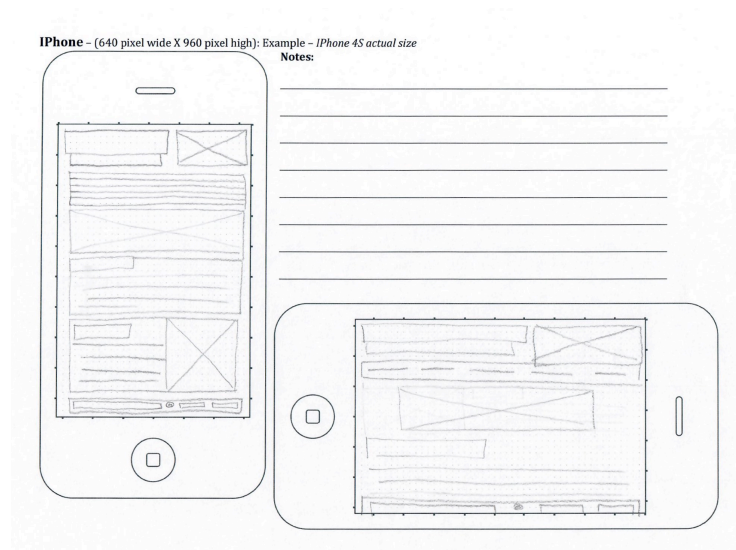
### Color Scheme



## Typography

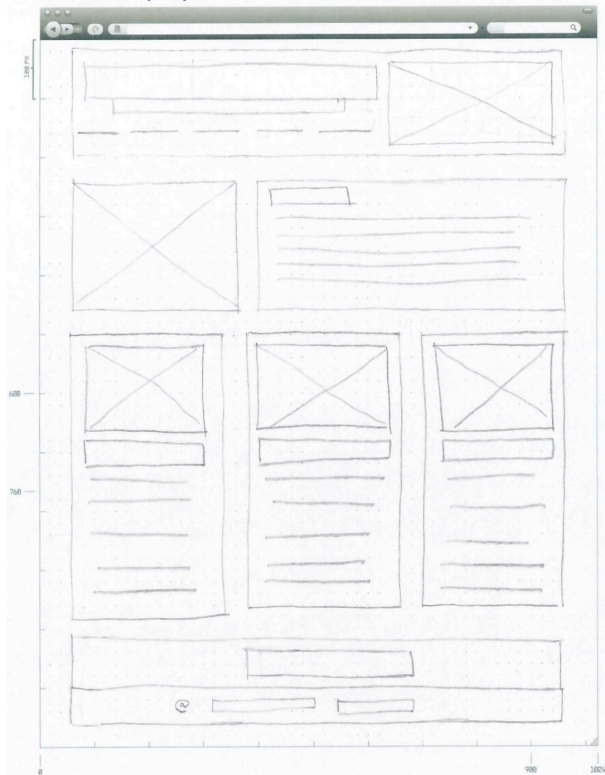
The primary fonts are Avenir (Sans Serif), and Garamond (Serif) stacked in that order.

|                    |          |      |         |        |
|--------------------|----------|------|---------|--------|
| Site Header        | Avenir   | 40px | #03E8AB | Sample |
| Primary Navigator  | Avenir   | 30px | #03A8E8 | Sample |
| Footer Navigator   | Avenir   | 18px | #03E8AB | Sample |
| Heading 1 (h1)     | Avenir   | 30px | #0376FF | Sample |
| Heading 2 (h2)     | Avenir   | 25px | #0376FF | Sample |
| Heading 3 (h3)     | Avenir   | 20px | #0376FF | Sample |
| Paragraph text (p) | Garamond | 16px | #FFFFFF | Sample |



## Wire-Frame Sketches

**Browser Window** - (1024 pixels wide X 1200 pixels tall) *For typical desktop or laptop browsers*



**IPad** - (1536 pixels wide X 2048 pixels tall @ 264 ppi): Example - *Ipad 3*

