



Introduction to Web Development - Fall 2015

Project #2: Wallace Espresso

A top-down view of a person's hands typing on a silver laptop keyboard. The laptop is on a wooden desk. To the right of the laptop is a white smartphone. The laptop screen shows a website with the text "Digital marketplace of the best real life mobile photos" and two buttons. The text "Project: Design & Develop a website for Wallace Espresso" is overlaid in white on the image.

Project: Design & Develop a website for Wallace Espresso

Project Timeline: 2 weeks

The Client: Wallace Espresso



Independently owned and operated.
Two locations - 188 Wallace Ave, 1642 Dupont St

Wallace Espresso

Neighbours/Junction residents LOVE this little espresso spot:

<http://www.blogto.com/cafes/wallace-espresso-toronto>

They've also got amazing reviews on Yelp:

<http://www.yelp.com/biz/wallace-espresso-toronto>

Dan, the owner relies heavily on social media to attract customers:

Twitter: <https://twitter.com/WallaceEspresso>

Facebook: <https://www.facebook.com/WallaceEspresso>

Instagram: <http://websta.me/n/wallaceespresso>

He's survived without a website for about 2 years, but he's really like to establish his presence online.

The Project:

Design and develop a website for Wallace Espresso.

You'll work in pairs for this project.

Your team has full creative control over the design and layout of the site

The only specifications provided by the client:

- the site must be mobile responsive (more on this later)
- use HTML5/CSS3 best practices
- have at least a few outbound links, and multiple pages
- display a map of the two locations of the cafe
- the owner really likes the idea of a video background on the landing page (hint: google the `<video>` element)

The Project:

At the end of the project, we'll get a chance to pitch our designs to the client.

The winning team gets free coffee :-) and some swag.

Resources:

Stock photos: <https://www.pexels.com/>

Color Schemes: <http://coolors.co>

Stock Video: <http://www.videvo.net/>

Fonts & Inspiration: <https://www.typewolf.com/>

Logo Designer: <https://withoomph.com/>