Skills USA

Computer Web Design

States 2022

# Case Study

Elon Musk has decided to create the galaxy’s first ice cream shop in space! His first shops will be on the Moon, Mars, and surrounding space stations. TDue to the moon being the first location, he has named this new endeavor Moon Ice! This shop will serve both dehydrated ice cream and regular ice cream. The shop will carry all the standard ice creams, with space themed names.. Every 3 months it will have a new featured flavor. The first featured flavor will be named Moon Dirt. Moon ice will be available for purchase online, but will not have any brick and mortar stores on earth.

Mr. Musk came in with a logo and a vision brochure… but its bitmap. You will need to either digitize the provided logo into vector form or create a new one. He would like a dark space theme with a bright logo.. He recognizes that he needs really bright colors on his website to make them pop! The website should be full of bright colors on top of dark surroundings. It is imperative that this design looks great on mobile mode, and mobile should be considered ahead of tablets and desktops.

Mr. Musk has contacted your company to provide Moon Ice with a functional website. They have given you creative license, but have the following requirements:

* The following pages must be included:
  + Home – Provide a welcoming page for customers to find general information about the groundbreaking business.
  + Flavors – Information about the flavors they can order. (Refer to brochure and information provided) this page should have an option to add to cart so those still on earth can taste the moon!
  + Contact Us – General contact information. Provide a contact form to collect the following information:

*Be sure to select the correct field type for each input element*

* + - First Name *required*
    - Last Name *required*
    - Date
    - Phone number
    - Email Address *required*
    - Comments

*Submit button should be included*

*Form action: Post*

* The following color scheme is present in his current logo. You may alter this theme if you choose to change the colors in the logo, afterall, they aren’t very bright.
  + Green with the hex code #8ff2c7
  + Pink with the hex code #ed838a
  + Any complementary colors can be integrated as the designer feels necessary
* The following fonts were used in the brochure design and are provided for reference. They are not required to be included in the site design. (Fonts provided in font folder)
  + Stark
  + Star 7
* The images provided can be used as the designer sees fit, however, they must be prepared properly for the web.
* Handwritten or computer rendered wireframes of each page must be provided along with the delivery of the site.
* The site must be saved on the FlashDrive, in the folder provided, and uploaded to the google classroom in order to be evaluated at the end of the “development period”.
  + *Save all data to the FlashDrive or Folder provided.*

## Business Info

Headquartered in Sacramento, California, Elon Musk is one of the world’s most innovative minds. He is an entrepreneur, investor, and business magnate. He is the founder, CEO, and Chief Engineer at SpaceX; early-stage investor, CEO, and Product Architect of Tesla, Inc.; and co-founder of Neuralink and OpenAI. With an estimated net worth of around US$270 billion as of March 2022, Musk is the wealthiest person in the world according to both the *Bloomberg Billionaires Index* and the *Forbes* real-time billionaires list.

## Flavors

**Featured Space Ice flavors:**

1st release: Moon Dirt - vanilla bean iced cream with coconut flakes, butterscotch swirls, and chocolate covered walnuts.

2nd Release: Space Candy - cotton candy flavored iced cream in a neon green to hot blue tie dye color.

3rd Release: Moon Rocks - Chocolate iced cream with marshmallows and chocolate covered almond chunks.

4th release: Wookie dough - cookie dough with chocolate iced cream

5th release: Solar Sunburst - Tutti Fruity flavored iced cream.

6th release: Space Matter - cake batter flavored iced cream

**Standard Flavors**

Dark Side of the Moon(Chocolate)

Light Side of Moon(Vanilla)

Moon Glow(French Vanilla)

Cosmic Cream(Cookies & Cream)