**Step 1: Define Your Audience/Tone**

*20 minutes*  
Answer the following questions in a .doc file:

* Who will visit your site? Potential employers? New clients or customers?

Students and people living in the area

* What can make you and/or your product stand out against your competitors?

The super easy and intuitive functions in the app and the elegant and clean design.

* How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?

Not sure?

* What colors represent you or your product?

Orange and white

* What images illustrate your message?

College campus or food coupons?

**Step 2: Identify Content**

*20 minutes*  
Create a sitemap in outline format of your website in the same .doc file. Use the following questions as a guide:

* What are the three-to-five pages titled?

Home, How It Works, Download

* What will be the purpose for each?

Home- quick overview of app

How It Works- set by step guide for how to use the app

Download- a call to action to download the app

* What should each page contain? Will there be textual content? Or just images?

Text & Images

\*Helpful Hints:

* You can use your sketches from Unit 2 or build upon the restaurant site in Unit 3 for inspiration, so that you don’t feel like you’re recreating the wheel!
* Use [this document](https://docs.google.com/document/d/1OfIuvDPY0mN24j-xC5j4KZ7dsPzMqkCIhIvjdMQnDnY/edit?usp=sharing) as a reference for setting up your content.

**Step 3: Create a logo**

*30 minutes*  
Based on the perception you want to create for your brand, design three variations of your logo. Your logo could be an image, a symbol, a wordmark, or a stylized version of your page name. Save the logo as a .png file.

**Step 4: Create a style guide**

*30 minutes*  
Using design software, experiment with different fonts and styles you’d like to use. Keep in mind the fundamentals of typography and visual design, such as hierarchy and contrast.

You can reference [this](https://www.dropbox.com/s/l6ewgp4v52i9qyz/ga-styleguide.jpg?dl=0) as an example of what we're looking for.

**Step 5: Create/Update sketches**

*20-30 minutes*  
Using primitives, i.e. lines and basic shapes, create or update a series of thumbnail sketches for your project. Make sure the sketches demonstrate focal point, hierarchy, and balance across different grid-based layouts.

Remember to incorporate boxes for your nav, header, footer, and body.

**Step 6: Upload and Submit all your files in a zip**

The final deliverable should be a .zip file containing:

1. Doc file of steps 1 and 2
2. Images of your logo as png files
3. A Style guide, either as an image or doc file
4. Wireframe files or sketch images as pdf, jpg or gif files