

Design Spec: Comp 126 Final Project – Marz Josephson

****all images on my website came from the original site****

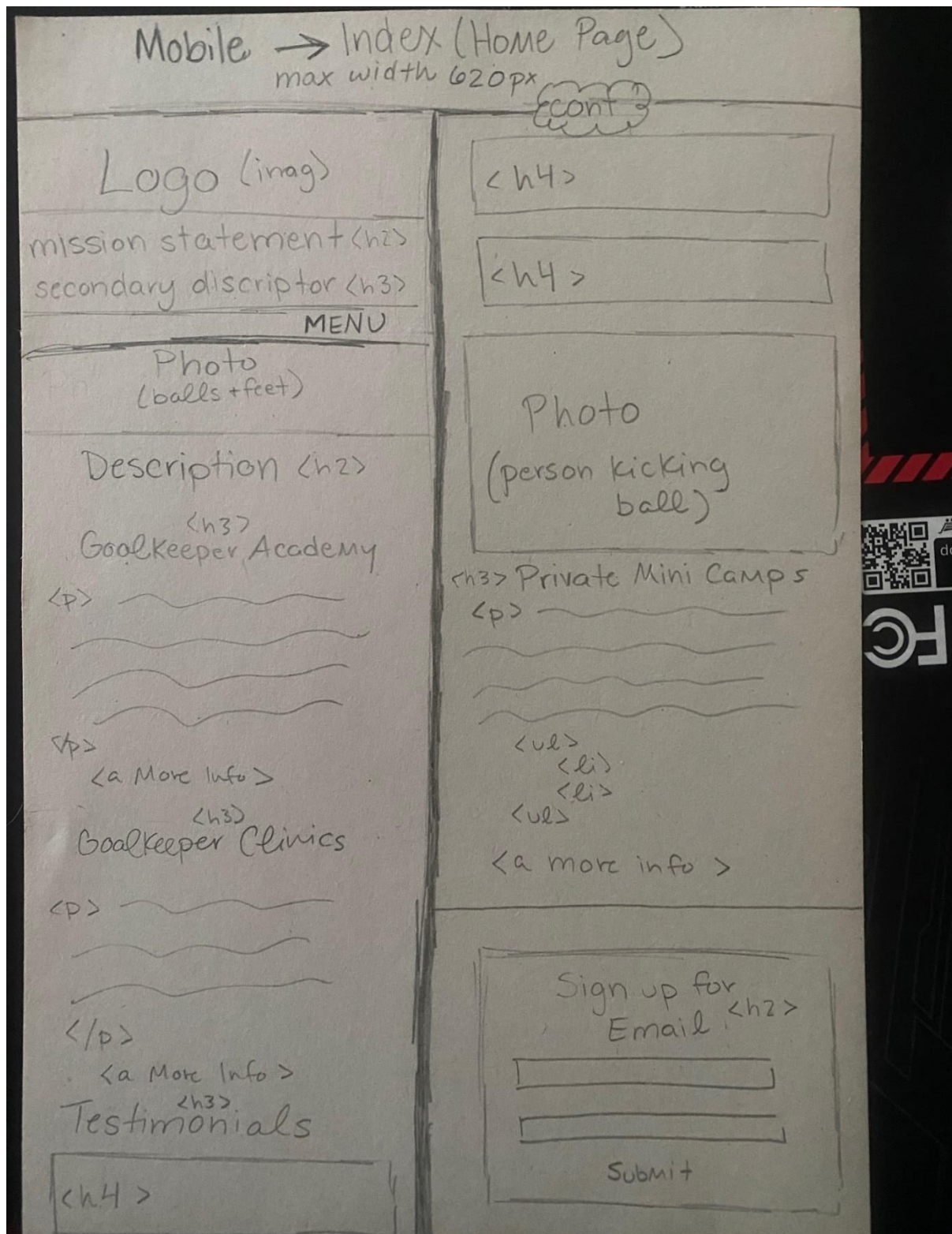
Summary:

My plan is to redesign the Dynasty Goalkeeping Website. Dynasty Goalkeeping is a local small business based out of Chapel Hill that offers high level goalkeeper training. Overall, the current sight is not bad, but it is severely outdated. It was created 12 years ago when the business was created and has not been redone since. The overall design does not look quite right. The biggest problem for the sight is that there is absolutely no mobile friendliness. Nothing on the sight changes when you look at it on a phone or change the viewport height. The user is left scrolling side to side trying to figure out what they are looking at.

My plan is to create a friendly and modern tone by sticking to a simplistic design with a color scheme matching the businesses logo colors. I feel that the look with accomplish this because it will be straightforward and clean. Things will be organized in a logical fashion that really makes it easy for the customers to use, regardless what device they are accessing the site from. I believe that this is the best approach because of aim of the company. This isn't a tech site, so it doesn't have to be cutting-edge, its all about trying to show that the company offers good training for modern goalkeepers and is trying to draw in customers.

Layout:

Homepage mobile

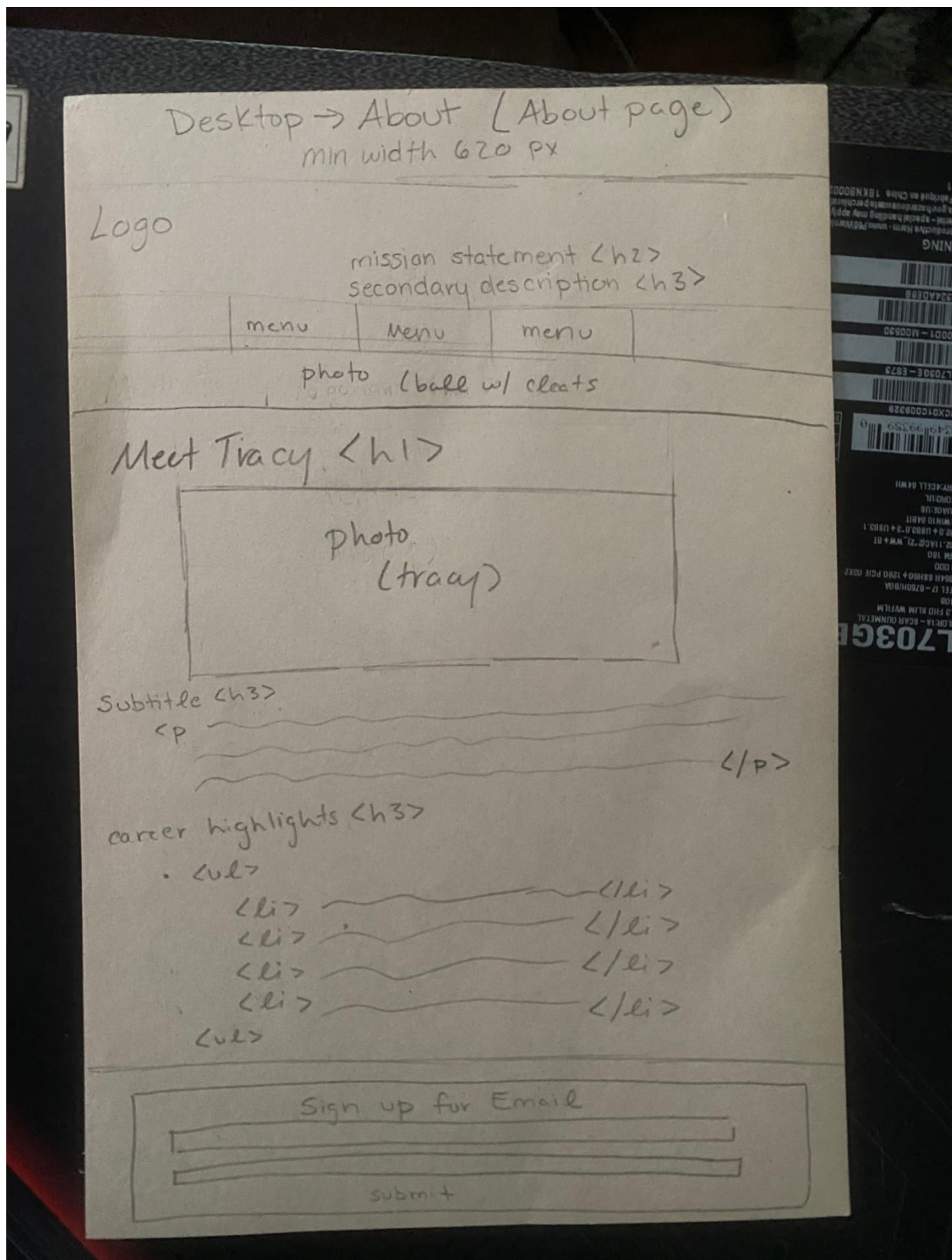


Secondary page mobile

Mobile → Secondary Site "About"
max width 620 px

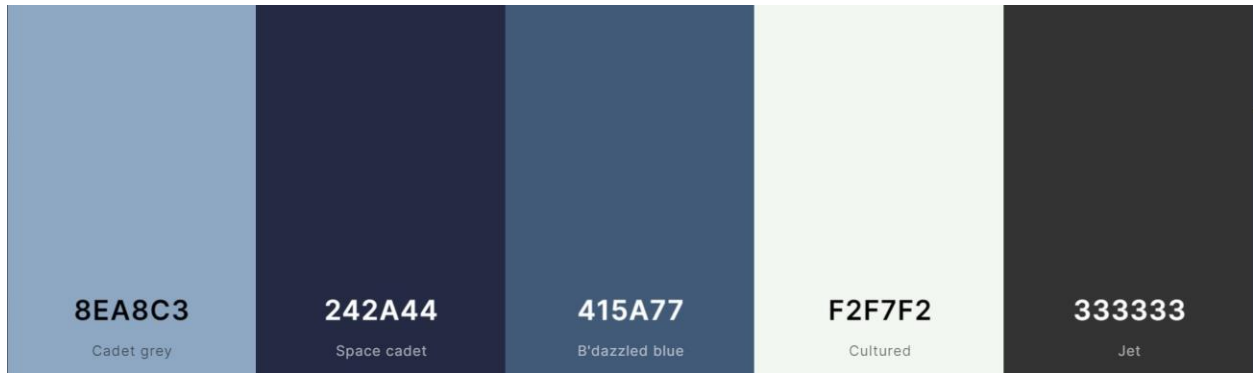
Logo	cont.
mission statement <h2> secondary descriptor <h3>	
MENU	
Photo (ball w/ cleats)	
Section title <h1>	Career highlights <h3> <a full resume >
Photo (Tracy Noonan)	
subtitle <h3> <p>	Sign up foremail <h2> <input type="text"/> <input type="text"/> Submit

Secondary page desktop



Design Palette:

Color Scheme:



Monochromatic color scheme to match the logo of the company

Font:



Title=h1

Mission statement = h2

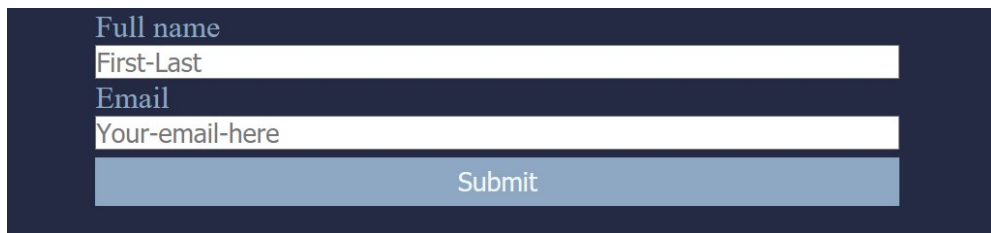
Secondary headers = h3

Testimonials = h4

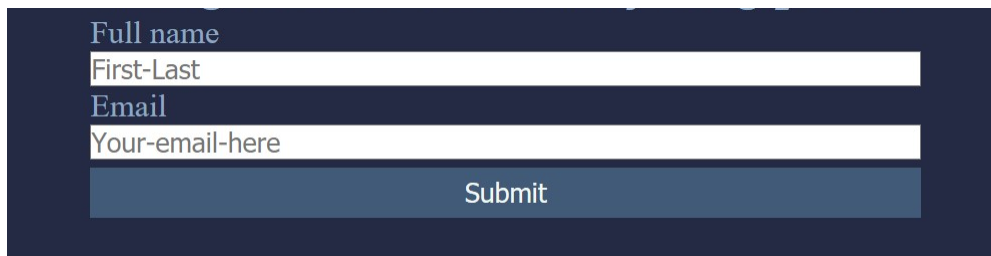
Body text = p

Link = a

Buttons:



A form design on a light blue background. It features four input fields: 'Full name' (with placeholder 'First-Last'), 'Email' (with placeholder 'Your-email-here'), and a 'Submit' button.



A form design on a dark blue background. It features four input fields: 'Full name' (with placeholder 'First-Last'), 'Email' (with placeholder 'Your-email-here'), and a 'Submit' button.

Hover:

(navbar hovers are shown in the next section)

(button hovers where in the previous section)



Two examples of link hover states. The first shows a link 'Link to more info' in a light green box. The second shows the same link 'Link to more info while hovered' in a dark blue box.

Menus:

