

# Define Your Project

## Company

The company/client chosen is *Schmakeup* which is the name I use for my own freelance makeup artistry.

## Why?

I have chosen this for my website because I freelance as a makeup artist in my spare time, and have been feeling like a website would alleviate some pain points for my clients. Having this website I will be able to show my prior work, communicate with clients easier, offer testimonials, etc...

## Pages

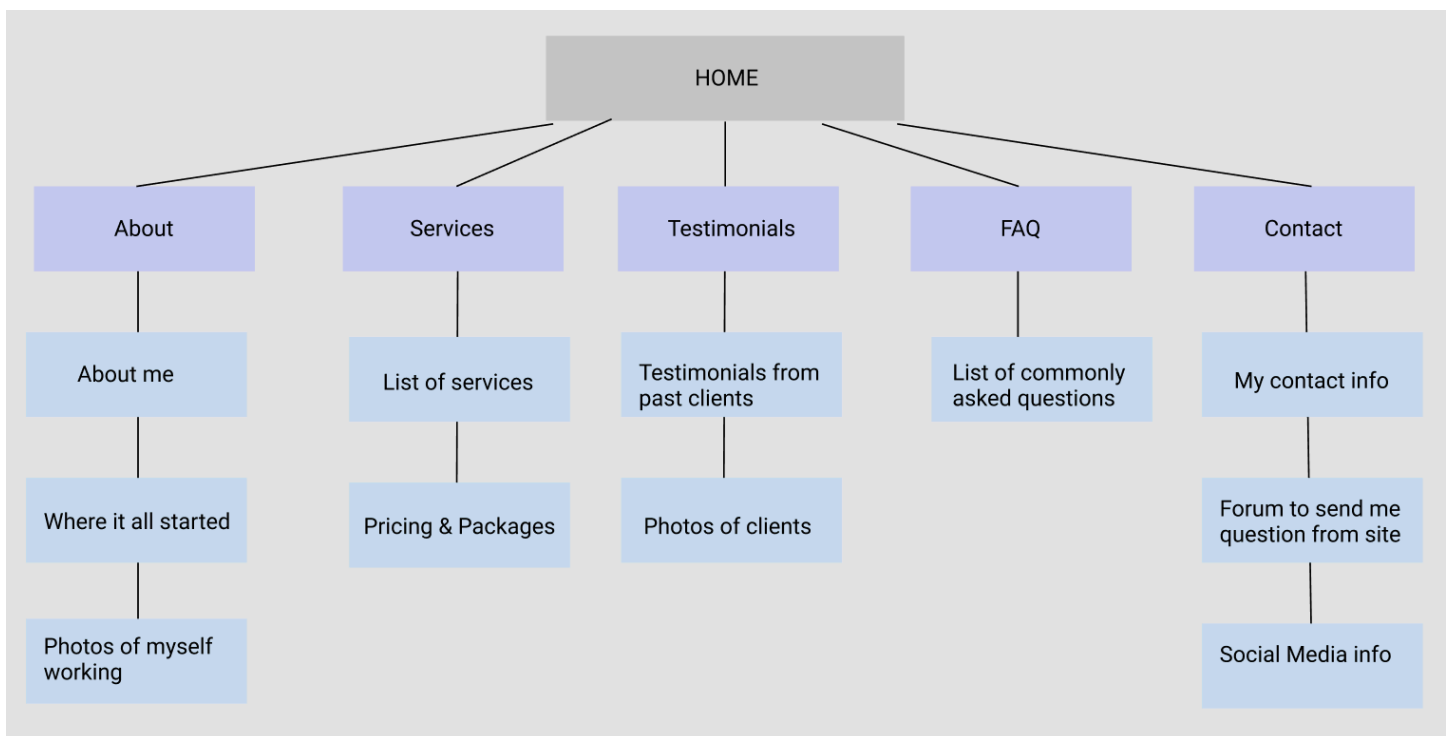
I will have a Home page, then an About, Testimonials, Services, and Contact & FAQ page.

## Content & Imagery

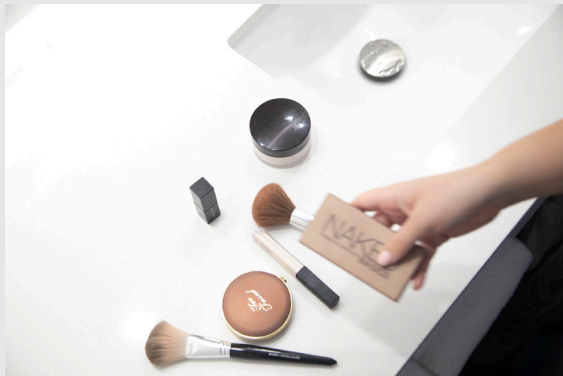
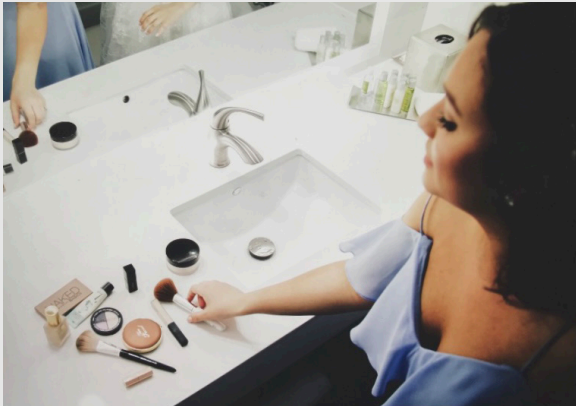
All content and imagery will be my own. I have a lot of photos and material to use from my own social media accounts and professional photos of clients that I have gotten their permission to use.

# Content Inventory

All photos used are my own that I have personally taken.  
They also include photos of clients that I have been granted permission to post for testimonials, etc.



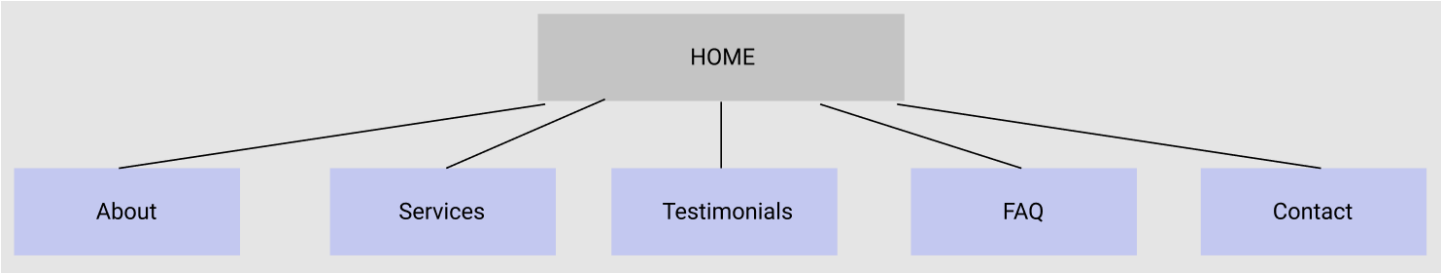
## Home Page



## Testimonials



# Sitemap



# Wireframes

## Legend for sizing

Large/Desktop : 1000px

Medium/Tablet : 768px

Small/Mobile : 767px



# Large



# Medium



# Small



# Large

LOGO

Abner Services Testimonials FAQ Contact

Services

List of Services

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Maecenas convallis laoreet elit, ut facilisis enim molestie quis.
- Morbi dictum massa in condimentum ultricies leo bibendum.
- Aenean sit amet massa enim. Vivamus a consectetur tortor, ac feugiat.

Base Prices

Insert Table Here

Packages

Insert Table Here

[Back to Home Page](#)

Footer

# Medium

LOGO

Abner Services Testimonials FAQ Contact

Services

List of Services

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Maecenas convallis laoreet elit, ut facilisis enim molestie quis.
- Morbi dictum massa in condimentum ultricies leo bibendum.
- Aenean sit amet massa enim. Vivamus a consectetur tortor, ac feugiat.

Base Prices

Insert Table Here

Packages

Insert Table Here

[Back to Home Page](#)

Footer

# Small

LOGO

Abner Services Testimonials FAQ Contact

Services

List of Services

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Maecenas convallis laoreet elit, ut facilisis enim molestie quis.
- Morbi dictum massa in condimentum ultricies leo bibendum.
- Aenean sit amet massa enim. Vivamus a consectetur tortor, ac feugiat.

Base Prices

Insert Table Here

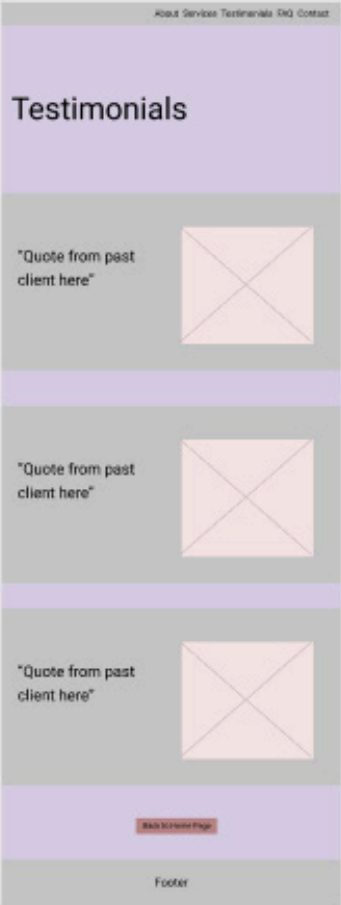
Packages

Insert Table Here

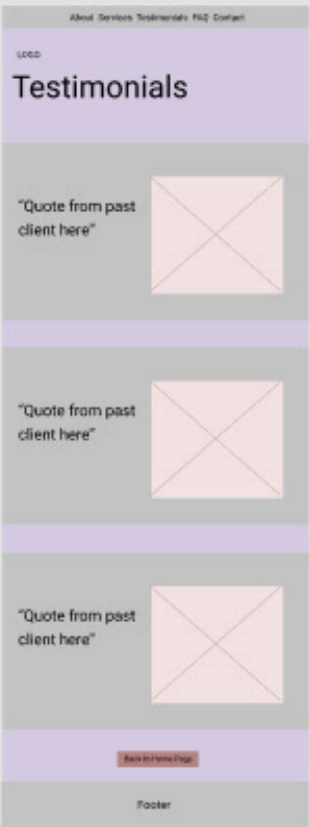
[Back to Home Page](#)

Footer

# Large



# Medium



# Small





# Large

[About](#) [Services](#) [Testimonials](#) [FAQ](#) [Contact](#)

FAQ

Questions

[Link for question 1](#)  
[Link for question 2](#)  
[Link for question 3](#)

Question

Response

Question

Response

Question

Response

[Back to homepage](#)

Footer

# Medium

[About](#) [Services](#) [Testimonials](#) [FAQ](#) [Contact](#)

LOGO

FAQ

Questions

[Link for question 1](#)  
[Link for question 2](#)  
[Link for question 3](#)

Question

Response

Question

Response

Question

Response

[Back to homepage](#)

Footer

# Small

LOGO

FAQ

Questions

[Link for question 1](#)  
[Link for question 2](#)  
[Link for question 3](#)

Question

Response

Question

Response

Question

Response

[Back to homepage](#)

Footer

# Large

[About](#) [Services](#) [Testimonials](#) [FAQ](#) [Contact](#)

Contact

Contact information

Email  
Phone Number

Contact me directly

name here

information about yourself and what services are needed.

Send

Follow my social media!

Link to instagram with icon

Back to Home Page

Footer

# Medium

[About](#) [Services](#) [Testimonials](#) [FAQ](#) [Contact](#)

LOGO

Contact

Contact information

Email  
Phone  
Number

Contact me directly

name here

information about yourself and what services are needed.

Send

Follow my social media!

Link to instagram with icon

Back to Home Page

Footer

# Small

LOGO

Contact

Contact information

Email  
Phone  
Number

Contact me directly

name here

information about yourself and what services are needed.

Send

Follow my social media!

Link to instagram with icon

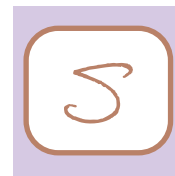
Back to Home Page

Footer

# Logo



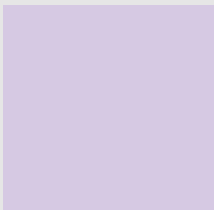
When switched to smaller devices, the logo will change to the design below.



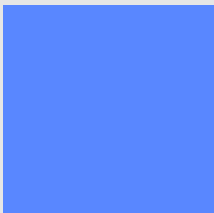
# Moodboard

**Soft—Feminine—Inviting—Unique**

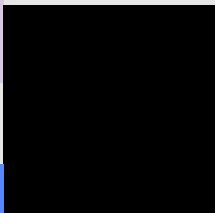
Cool and Soft Tones



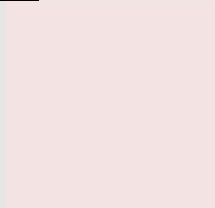
#d6c9e3



#5987ff



#000000



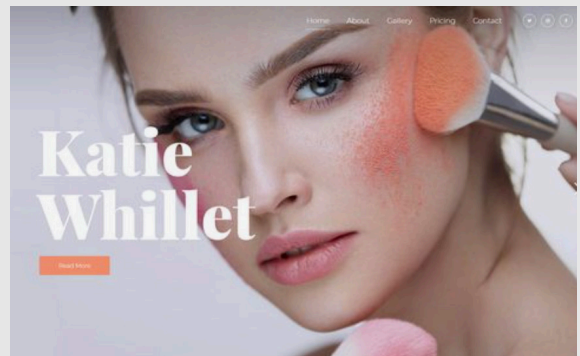
#F4E3E3

Type Specimens

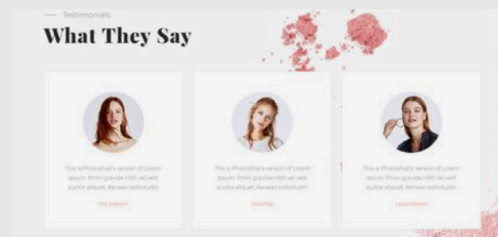
**H1 PT Sans Bold 37px**

**H2 PT Serif Bold 24px**

H3 PT Serif 19px



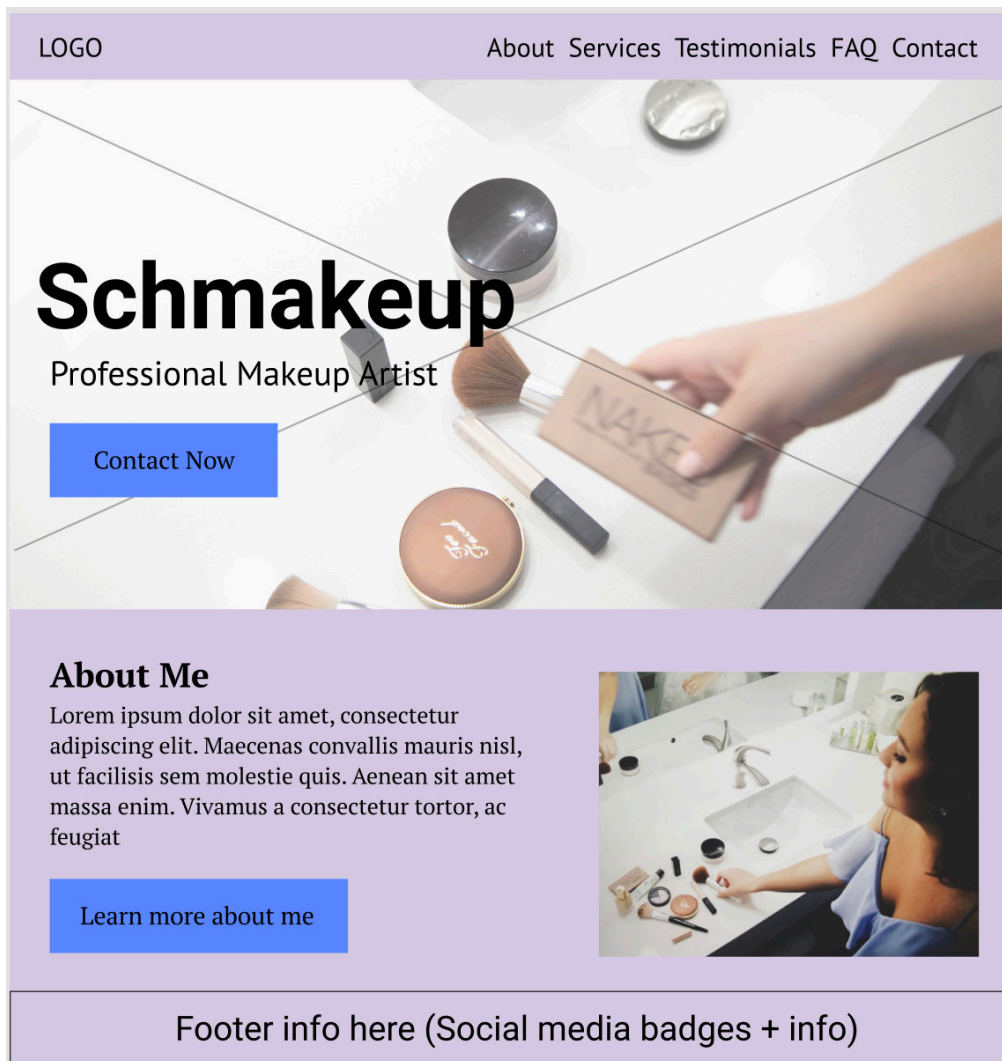
<input type="text"/>	<b>Contact Me</b>
<input type="text"/>	Attenum phasellum tempore nec eu, vel dictumque periculis eu, vel
<input type="text"/>	expedire in me eu in periculis in eu agere in eu agere in eu agere
<input type="text"/>	<a href="#">info@katie.com</a>
<input type="text"/>	<a href="#">+1234 567 890</a>
<input type="text"/>	<a href="#">Download Resume</a>



Instagram Badge, Telephone  
Badge, and Email badge.

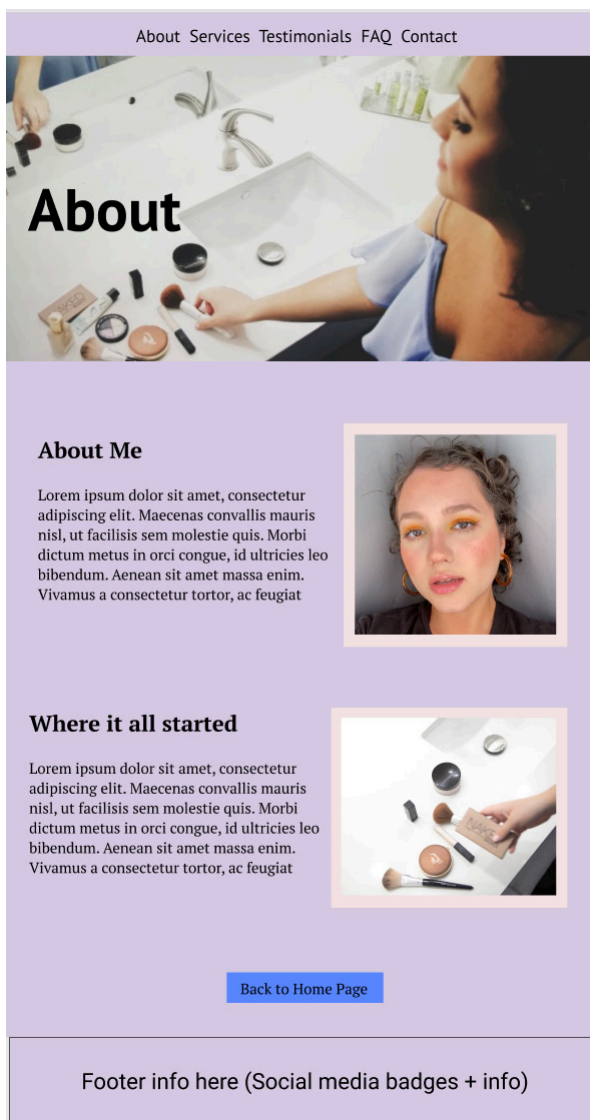
# Visual Design

Homepage on desktop



# Visual Design

## About page on tablet (medium size)



# Visual Design

Testimonials on phone (small size)

