|  |  |  |  |
| --- | --- | --- | --- |
| Project Name  Name:  Miklosey Guitars  TA:  Musicians and builders  Scope:  To attract people who have interest in not only playing guitars, but also constructing them. | Client Contact  Name:  Evan Miklosey  Email:  emiklosey@gmail.com  Phone:  (555) 555-5555 | Dates  Start:  1/20/22  Finish:  3/20/22 | Designer Contact  Name:  John Smith  Email:  [jsmith@gmail.com](mailto:jsmith@gmail.com)  Phone:  (555) 555-5552 |
| **Target Audience Details:**  Our target audience is people who are interested in building or playing custom guitars starting from the ground up.  **Scope** (Intranet, Extranet, Public website, Marketing materials):  A public website that is set out to encourage guitar players and musicians in general to learn how to play guitar by engaging in tutorials with our on-site instructors. The website also offers opportunities to players to have a custom built guitar.  **Purpose of project:**  The purpose is to encourage people who want to either learn how to play guitars or to have one built from our shop, or both!  **Color Theme:**  Colors that represent colors of woods that are used for guitar construction.  Main background color: #7a3a13  Footer/Socials color: #A0642B  Form background color: #333333  Main content color: #f3b307  Main showcase <p> color: WHITE (#FFF)  Other: #666154  **Typography:**  ‘Poppins’ font, Arial, sans-serif.  Typography:  Poppins, sans-serif, Arial fonts.  Layout Options: | | | |