

# Getting Started with HTML & CSS

## 1.1: Getting Started with Your Frontend Course

Mark Kirkland

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### Home Page

#### Introduction:

Hi, my name is Mark Kirkland. I'm a UI/UX Designer with a back ground in video/film production and illustration from the Tampa Bay Area.

#### Project 1 Bio:

The "All Sports Training App" is a mobile sports training app that was designed for both iOS and Android phones. The function of the app is to provide sport specific training regimens for athletes who want to improve their skill in a particular sport.

#### Project 2 Bio:

"Contemporary Cuisines" is a responsive web app design for people who are on the go. The design was created to be easily viewable on all viewing platforms, phone tablet and desktop.

#### Project 3 Bio:

The "Sum Day Saving App" is both a mobile and responsive web app design for a money saving app. It contains a dashboard/homepage that provides easy access to current spending goals and the viewers financial picture.

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## About Page

### Introduction:

Mark Kirkland is a UI/UX Designer with a back ground in video/film production and illustration from the Tampa Bay Area. His unique understanding of story telling combined with years of artistic experience provides a background for designs that connect with viewers ascetically as well clear, effective UI design. Mark has spent the last 20 years in the video production live show environment and has experience with many programs and softwares. In this ever-changing production world flexibility and innovation has been key in many successful ventures. As I embark on this next chapter of my career I am excited about what new challenges an opportunities await.

Here is a list many of softwares I am familiar with:

- Adobe XD
- Sketch
- Bluefish code editor
- Adobe Photoshop
- Adobe After Effects
- Final Cut Pro
- Motion
- Keynote (for App animations)

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## Project Page

### Project 1: All Sports Training App

The goal of this project was to provide athletes with sport specific training programs to help them improve their skills in the sport or event they wish to participate.

#### Research

I didn't actually find an app that did exactly what our app does so we would be fulfilling a new need. What I did discover were some more efficient ways to display choices and elements of the application. By using some of these components I was able to get the most out of each screen and make the app more efficient.

#### Ideation

This is not a sports tracking application. Map My Run, Garmin and similar apps do a great job of tracking an athlete's activities. This app is designed to take the athlete to a higher level in their chosen sport through sport specific training regimens, as well as video tutorials on different drills and improvement techniques.

By downloading this app the athlete who is, in the off season or is getting ready for a particular event, can unlock their hidden potential through proven training programs and techniques.

#### Wireframe

The low, mid and high fidelity wireframes grew in complexity and design throughout the process. there were continuous tweaks to give the app a for efficient final look

#### Design

The final design was a much more concise and effective app than originally conceptualized. I created a Dashboard that gave the user the ability to go just about anywhere in their app with just a few selections.

#### Prototype:

I don't have a prototype link right now, but I will build for the project.

#### Conclusion:

This project presented some challenges that caused me to re-think the original concept to arrive at what I feel was the most effective app this could be.

### Project 2: All Sports Training App

#### Research

I researched a few recipe apps and decided that most of them seemed to have a "country kitchen" feel. I decided to take a more modern approach and target the user who is on the go and looking for fast tasty cooking ideas. I took my visual theme from modern kitchen interior designs.

#### Ideation

The app will allow users to find quick easy to prepare meals with the main ingredients they have on hand or easy to find at any supermarket.

## Wireframe

My wire frames changed through some research suggested by my Mentor. I looked at the way other sites handle multiple image options.

## Design

The research paid off and I was able come up with a concept that was nice as a responsive app and worked well at all the breakpoints extra small, small, medium and desktop.

## Prototype

Is there a way to do an effective prototype for a responsive app?

If there is, I'll take a shot at it and add one to the site.

## Conclusion

Over all i think the project was success, I was able to design all the necessary components and satisfy my user desires for a modern recipe application.

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## Proposed Typography and Color Palette

### Typography

#### Site

**Header 1 Optima Bold 20**

**Header 2 Optima Bold 15**

Body Optima Regular 12

#### Featured

**Header 1 Al Bayan Bold 18**

**Header 2 Al Bayan Bold 12**

Body Al Nile 12

### Colors

#### Font Colors



HEX #D5D5D5  
RGB 213 213 213  
HSB 0 0 84



HEX #FFFFFF  
RGB 255 255 255  
HSB 0 0 100



HEX #000000  
RGB 0 0 0  
HSB 0 0 0

#### Body Colors



HEX #222D53  
RGB 34 45 83  
HSB 227 59 33



HEX #1F1F1F  
RGB 31 31 31  
HSB 0 0 12

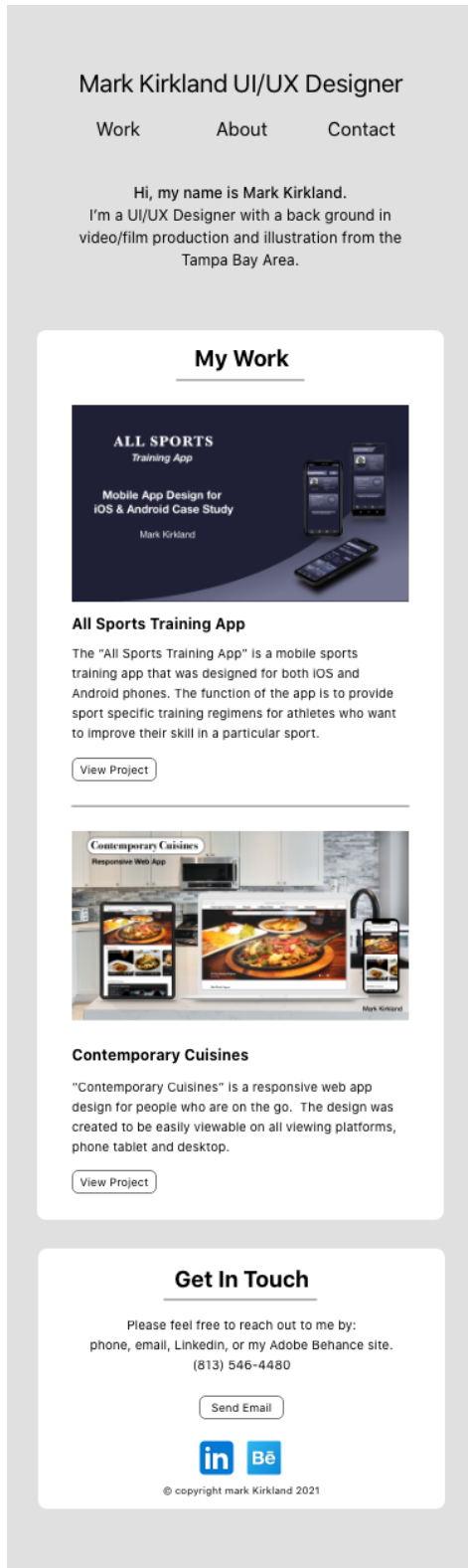


HEX #BEBEBE  
RGB 190 190 190  
HSB 0 0 75

## Bonus Task

### Home page (Mobile)

#### Mid Fidelity



#### High Fidelity

