**FASHION WEBSITE**

* **POINTs TO REMEMBER**
* Fresh content ensures your blog is recognized by search engines
* Knowing who your target audience is will ensure your content is timely and relevant
* Keep this in mind that all that we will make should be by for and of the college delegates
* DESIGN PHASE by 31 March 2019
* FRONT-END PHASE by 30 April 2019
* BACK-END PHASE by 31 may 2019
* FULLY- FUNCTIONAL DEPOYMENT by 30 June 2019
* 5pages

1. BLOG
2. MAGAZINE
3. PORTFOLIO

* my profile
* profile settings

1. ABOUT
2. COLLEGE HEADER PAGE

**1.BLOG**

* **POINTs TO REMEMBER**
* Knowing who your target audience is
* Your content should provide helpful advice
* Posts that are too short may not receive the search engine ranking you’d like them to. Ones that are too long could be too cumbersome for your audience to read completely through
* OPTIONS AND HITS TO STUDENTS FOR BLOGS LIKE
  + - modelling themselves
    - Fashion consultants
    - review products
    - recommending new trends
    - creating style guides.
    - fashion critics/ appraisers
* celebrity fashion choices and [street fashion](https://en.wikipedia.org/wiki/Street_fashion) trends
* **CONTENT OF THE BLOG**
* Student blog
* Teachers blog
* Famous blog
* **PAGES LINKED TO THIS PAGE**
  + College header page
  + Sign in page
  + About us page
  + Contact us page
  + Portfolio page
  + Magazine page
  + My profile page
* **BLOG ELEMENTS**
  + Heading
  + Nav menu
    - Home (college header page)
    - Sign in
    - About
    - Magazine
    - Portfolio
* search bar
* hamburger menu (for jump scroll)
* CONTENT (main section)
  + Category
  + New blog feeds
  + Load more option
* Top contributors
* Footer
  + Contact us
  + About us
  + Social media link icons
* Aside(right)
  + Highlights with description
* **USERS SHOULD BE ABLE TO…**
* Users should be able to access the main college blog which will contain blogs written by students, faculty members of the fashion school and fashion enthusiastic students from other departments too.
* Every student and faculty member of fashion school will have a pre-provisioned account on our website implicitly availing a blog account.
* Other user(outsiders) should be able to see only the content of our latest feeds and will be able to accuse some fashion knowledge. They should also be able to navigate the page using the jump scroll in the hamburger menu and to other pages using nav bar.
* They should only be able to read half of the content of
* Any post, to read further they should be able to subscribe to our website from the footer.
* Users (all type) should be able to read about the top contributors will be enlisted just before the footer of the page.
* Users(outsiders) should be able to like and share the post on social media but not comment.
* The user (LPU) should be able to comment and also look up the profile of the author of the post.
* Users should also be able to look up for blogs specifically using our category nav bar just above the first post in the middle, they should also be able to search for a specific blog using the search bar.
* as the user search for any blog or article the user should also be recommended with some related content.
* Users (LPU) should be able to comment on the posts after logging in.
* Highlights will be renewed every week and the most liked posts will be rendered on the header/home & magazine too.

**2.PORTFOLIO**

* **POINTS TO REMEMBER** 
  + This part of the website will only be accessed by the students and faculty of the fashion school
  + Aim is to help our students of fashion school to build up an effective portfolio out of their own content.
  + This site will provide the students an online social and academic environment related to fashion.
  + A parental control will be provided to the faculty members over their class students.
  + This site will also help boost up the student teacher interaction and collaboration.
  + It will have a hint of facebook user experience so that users will find it easier to get the hang of it.
* **CONTENT OF THE PAGE**
  + New feeds
    - Event info
    - Top fashion educational use
    - Famous articles
    - Famous blog diaries
    - Student blogs
    - Faculty blog
    - Guest visit
  + User profile
  + Basic profile settings

* **PAGES LINKED TO THIS PAGE**
* College header page
* Magazine
* Profile settings
* Blog
* My posts
* My profile
* About page
* **PORTFILIO ELEMENTS**
* HEADING
* NAV BAR
* MAGAZIN
* HOME
* PORTFOLIO SETTINGS
* BLOG
* MY POST
* MY PROFILE
* Main section
* New feeds
* Fashion posts
* Post related to events
* Articles
* News
* Diaries
* Videos
* Aside (right and left)
* ADD new post
* Delete a post
* Saved posts
* categories
* Footer
* Contact us
* About
* Social media links
* **my profile page**
* student details
* students post
* profile picture
* bio
* 1min intro video
* interests
* hobbies
* skills
* endeavours
* preview portfolio
* **profile settings**
* will allow users to alter the content above and also choose a theme for their portfolio.
* Themes are design templets we will provide them that will be rendered in when they preview their profile, which they could also use as their cv.
* **USERS SHOULD BE ABLE TO**
* Users should be able to browse through new feeds and posts
* They should be able to comment on the post, hit a like and share that post and save that post
* The users should be able to add post using the add post icon
* Users should be able to delete their post using delete post icon
* They should be able to view their saved post using the saved post icon
* The users should be able to access their profile using the profile options available in the nav bar
* They should also be able to filter out their own post and college posts
* They should be able to filter out the post category wise using the category list provided n top and also on the left aside as they scroll through
* The users should be able to navigate across the site using the nav bar
* As they visit their profile, they should be able to see all their credentials, highlighted post, skills, endeavours, etc
* At the end of my profile page they should be able to preview their page as cv or resume whatever you all would like to call it with our predefined themes.
* Users should be able to edit their profile and choose from those predefined themes which ever they would like their cv to be rendered in.
* Users should be able to upload a 1 min resume video on their profile.
* They should be able to visit another users’ profile where they will see their cv and the 1 min video attached to it.

**3.MAGAZINE PAGE**

* **POINTS TO REMEMBER**
* This page is to showcase the best of creations of our fashion school
* Will be revised every week
* The magazine is to kept less cultured and subtle
* **CONTENT ON THE PAGE**
* Latest fashion new
* Top 10 list / the best list
* Art and fashion life style tips
* Seminar reports
* School fashion event report
* Top articles and blogs by students and faculty
* Related video clips too
* **PAGES LINKED TO THIS PAGE**
* College header page
* Blog
* Portfolio
* About page
* Contact us
* Social media pages
* **MAGAZINE ELEMENTS**
* Heading
* Navbar
* News
* Lifestyle
* College events
* Seminars
* Home
* Top 10
* Top brand articles
* Top fashion blogs
* Hamburger menu
* Will be the navigation across the website
* Main section
* Will include all the post mix i.e. news top10, college posts, events and seminar
* Footer
  + Contact us
  + Nav links
  + Social media links
* **USERS SHOULD BE ABLE TO…**
* Users should be able browse upon latest and most famous fashion news around the globe
* They should be able to witness some glimpse of seminar and evens held by and in fashion school
* they should be able to find fashion lifestyle and art takeaways
* read famous fashion blogs
* they should be able to navigate across the website using the hamburger menu
* can filter out news, fashion, events, seminars as per their choice of content using the nav bar
* they should be able to subscribe to our web site
* redirect to our social media pages from the footer
* Login from the hamburger options and log out too

**WEBSITES TO VISIT FOR CONTENT**

• Httpss://www.google.com/amp/s/www.stylecraze.com/articles/best-fashion-blog/%3famp=1

• Httpe://influencermarketinghub.com/best-fashion-blog-you-should-follow/

• https://www.thecreativecurator.com/blog/

• <https://theblog.adobe.com/creative-cloud/illustrator/>

https://www.inc.com/bryan-adams/what-vogue-magazine-can-teach-you-about-content-marketing.html

<https://shop.mybluprint.com/sewing/article/sewing-blogs-to-follow/>

<https://www.vogue.co.uk/topic/fashion>

<https://www.burdastyle.com/>

<https://www.clichemag.com/>

<http://www.fashioncentral.pk/>

<http://www.fashioncentral.pk/>

<http://www.fashioncentral.pk/>

<http://www.fashioncentral.pk/>

<http://www.fashioncentral.pk/>

<http://www.fashioncentral.pk/>

https://www.vogue.in/