Jewelry Store Launch

(Final Revision: 12-1-15)

Project Owner: Rhonda Malecki

Total Project Deliverable Summary:

I am planning to launch an online jewelry store next spring, using this course as the launching pad to get me there. The deliverables for this project will be three-fold: a marketing plan, a logo, and a draft website.

Technology List:

1) **Digital Camera** (for photographing jewelry)
2) **Photography Backdrop Kit** (for photographing jewelry)
3) **Adobe Photoshop** (for creating logo and editing photos)
4) **HTML** (site structure)
5) **CSS** (site style)
6) **JavaScript/jQuery** (interactive elements on the site)
7) **FileZilla** (File Transfer Protocol client)
8) **Chrome** – I will be working primarily in Chrome, but will also be trying to achieve browser compatibility in Firefox, IE, etc.
9) **MCAD studio server** – This is the server that will be used for developing the draft site (with plans to move the site to a contracted server when it's time to actually launch the final product)
10) **Notepad++ text editor** – As a PC user, this is my text editor of choice.
11) **GitHub** – This is the tool I will be using to share my files with others in this class.
12) **Etsy** – This is what I will be using for actual transactions. It probably won't come into play until after this course, but it's possible that I will get to the point of setting this up too, so I can link my site back to my Etsy listings/shopping cart options.
13) **Facebook** – I plan to create a page for my store as an advertising tool to reach a client base among my family, friends, and beyond. I'm not sure if this step will be something that I get to during class, but I will be discussing it in my marketing plan.
14) **Instagram** – I plan to create an account for my store as an advertising tool to reach a client base among my family, friends, and beyond. I'm not sure if this step will be something that I get to during class, but I will be discussing it in my marketing plan.

Weekly Schedule:

- **Week 1:** Class intros and share portfolio work
- **Week 2:** Create a draft Project Learning Plan
- **Week 3:** Finalize Project Learning Plan and work on a draft marketing plan (the four P's, SWAT, competitive research and analysis, target audience, & budget projection)

- **Week 4:** work on marketing plan and brainstorm/sketch ideas for branding/logo
- **Week 5:** Finalize marketing plan, begin creation of draft logo, and ==Project Check-in #1==
- **Week 6:** work on logo and branding (store name, researching legalities, etc.)
- **Week 7:** finalize logo and work on site design
- **Week 8:** work on wireframes
- **Week 9:** finish wireframes and work on site content (about description, product descriptions, etc.), revisions to project learning plan and ==Project Check-in #2==
- **Week 10:** photograph jewelry, photo editing, and work on site content
- **Week 11:** HTML markup for the site and editing/finalizing web content
- **Week 12:** Finish the HTML and begin tackling the CSS and ==Project Check-in #3==
- **Week 13:** Fine tune HTML and CSS
- **Week 14:** Begin tackling the interactive elements of the site with JavaScript + ==Project Beta Due: Bug/Revision Report Studio Work==
- **Week 15:** Finalize site and finish project **+** ==Project Gold Master==

Learning Goals:

The three areas that I've become most interested in during my time in the IDM program are digital marketing, UX design, and front-end development. I like the idea of taking on this project, not just because it's of interest in my personal life, but because it gives me the opportunity to take what I have learned and apply it to a real-world situation. Every other project I've taken on in my courses have been hypothetical in nature. That's been great practice, but I think completing this project successfully will give me a chance to challenge myself in a more realistic fashion. It will require me to add to my skill set and fine tune the skills I already have. Plus, I think that being able to show perspective employers an example of how I've used my skills in a real-life situation will carry more clout when job hunting than any of the projects I've taken on prior. It is my hope that I will be able to make this project the crown jewel of my portfolio.

To be more specific, these are some of the learning goals that I would like to focus on during the course of this project:

1) **Learn how to create a logo:** Develop and create a logo and overall branding from beginning to end. I've never gone through this process before, so it will be a challenge.
2) **Improvement of CSS skills:** I still struggle more with CSS than I would like and am interested in building on the basic skills that I already have. I am sure the specifics of this goal will develop as I move forward, but initially, I want to improve my CSS positioning skills and learn more about how CSS can be used to enhance design elements.
3) **Learning and incorporating basic JavaScript and jQuery to facilitate interactive elements of the site.** Some initial ideas for this include:
   a. Creating interesting hover effects that boost the design and improve the user experience
   b. Creating a dynamic slideshow with captions
   c. Zooming in on images of jewelry
   d. Interactive contact form ==Project Check-in #3==