# Lofthus frukt og saft

Word count: 559

**INTRODUCTION**

We are making a neat and modern website for Lofthus frukt og saft. The website will be in black, grey and white and to show of the company we are using pictures of the beautiful area and the farm.

**RESEARCH AND ANALYSIS**

**INSPIRATION**

We used the farm, the colours of the area and with a twist of modern style for inspiration off the website. The customer also had some ideas for the page which we took to consideration.

**ANALYSIS**

Since websites for this type of product is quite new and most of them are a little bit plain, we tried to make our website stick out from the pack. We had the ability to make something special in a quite new market.

**SKETCHES – SCANNED IDEA DEVELOPMENT AND DIGITAL SKETCHES**



**WORK PROCESS**

After we visited the farm, discussed with the customer and took some pictures of the area, we sat down to make some sketches for the website. Everybody involved and the customer wanted a modern design with not too many colours. After a good week the design team had a complete layout of the website and we showed the design to the customer, and they were happy with the look. While the designers were working on the design, Gjermund was working on translating the website in three different languages, Norwegian, German and English. After the designer were finished the front-end developers started coding and they were finished after a good two weeks. Then the team had a few days of quality control and then the website was delivered.

**STYLE/GENRE**

We have chosen a modern and very sleek style. Black, grey and white works perfect with this kind of style. We think customers will find this style very appealing.

**TYPOGRAPHY**

We have chosen Verdana as the font for all <p> letters. We have chosen Kaushan Script for all the <h1>, <h2> and <h3>. We think these fonts work perfect together and on a website of this nature.

**COLOURS**

Since most of the websites in this market use brown we will not. Not just because of many other sites using it, but because it doesn’t look that nice. It’s hard to use brown with other colours. We have chosen three colours that will go through the whole website. Everything from logos, header, main and footer are black, grey or white. These colours will work perfectly with the very colourful pictures of hardanger and the farm.

**COMPOSITION, LAYOUT, GRID AND OTHER ELEMENTS**

We have chosen simple and neat layouts. Every page has just a header with home-, tours-button and so on, which follows the site when you scroll down. Each page has either white or grey background-colours, or pictures that changes slowly or when you scroll down.

**SUMMARY AND EVALUATION**

This was a fun and exciting product to make. This project was the perfect size for our small team, and we were lucky not to hit that many hiccups. We are very happy with the final product and we can’t wait to get out on the market again and start on a new project.

**SOURCES AND REFERENCES**

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