

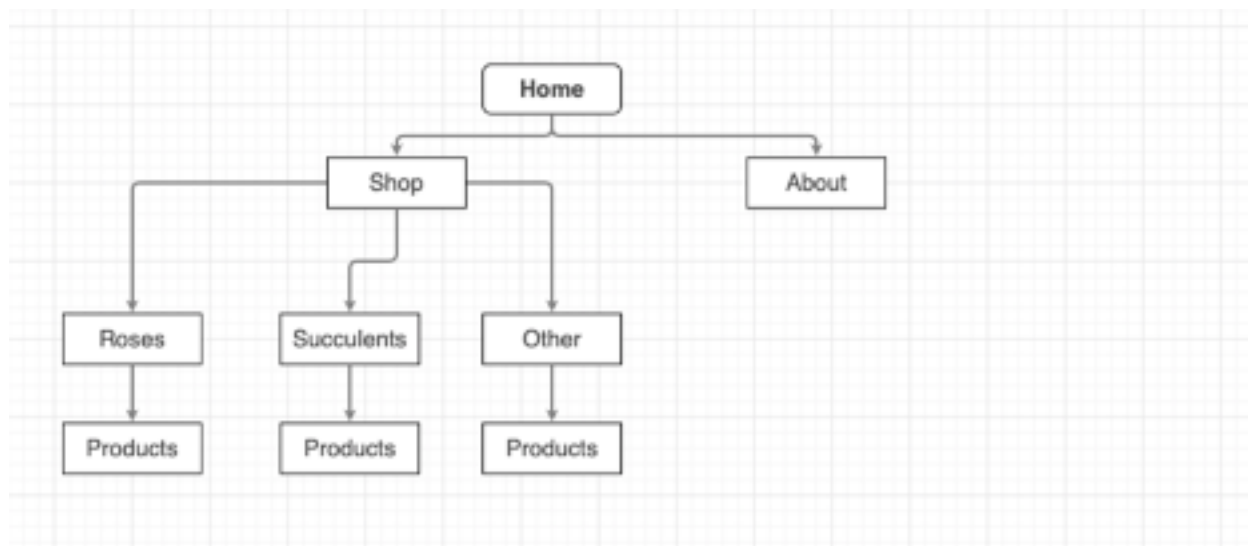
## Sydney Scorza

### Final Project Plan


#### Statement of Purpose

I will be making a website for a fictional flower shop called Sydney's Flower Shop. My goals with this are to practice a new design style. In past work, I have created websites that do not have a lot of color and would most likely be described as minimalist. With this website, I am hoping to create a website that is pretty with pastel colors, that showcases another side of my design abilities. I am also hoping to get more practice with flexbox, as I will need elements to stack, since there will be a page with merchandise. The scope of the website will include a home page, an about page, and a shop page. The shop page will include flowers for sale, and the home page will provide links to the flowers as well. The audience for this website covers a large range of web users, as all website users will be able to use this website. It will be created for users who need flowers for both special occasions, as well as everyday use.

#### Sitemap and Navigation Layout



This is an image of the website navigation layout. From the home page, users will have the option to navigate to a shop and about page. From the shop page, users will have the option to navigate to 3 sections: roses, succulents, or other. Once the user navigates to the page of their choosing, it will contain products in that category.

 logo/home button

<nav>

ABOUT SHOP

.container

<section>

<img>

<p>

<img>

.container

<section>

<section>

<img>

<button>

<section>

<img>

<button>

<section>

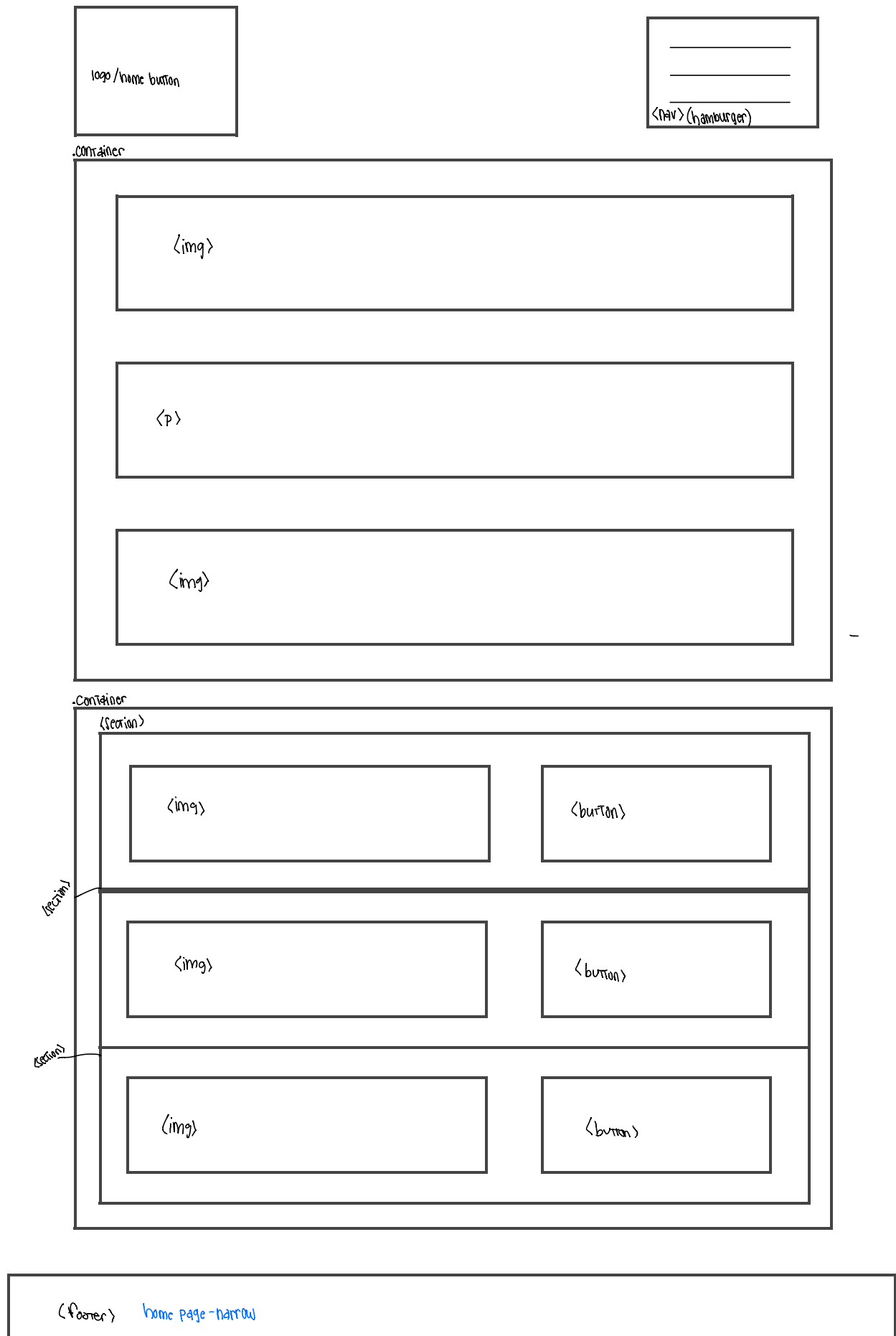
<img>

<button>

home page-wide

<footer>

A sketch of the wide view of the home page



A sketch of the narrow view of the home page

☐ logo/home button

<nav>

ABOUT SHOP

.container

<p>

<Section>

<Section>

<img>

<button>

<Section>

<img>

<button>

<Section>

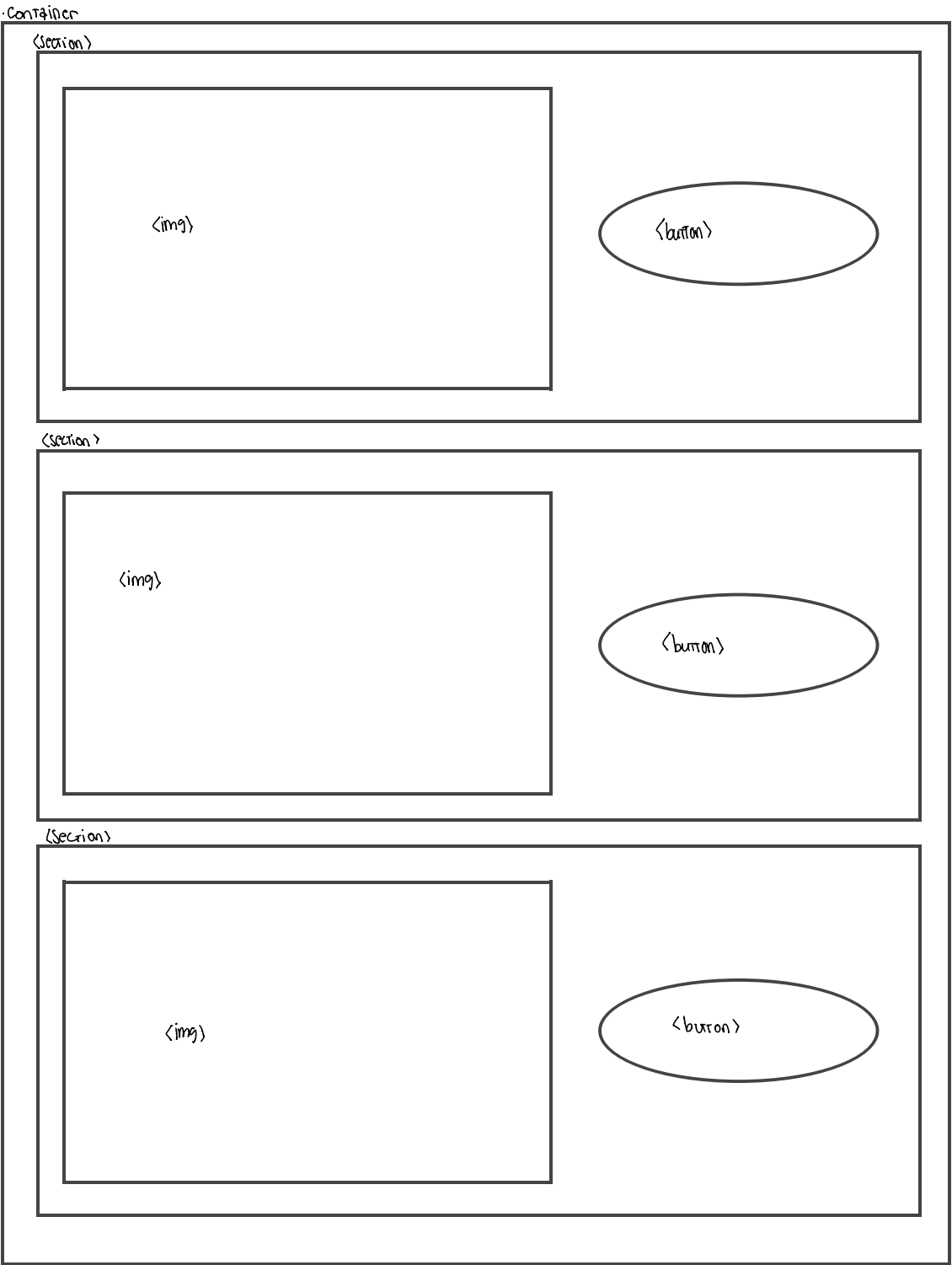
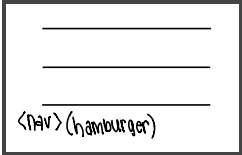
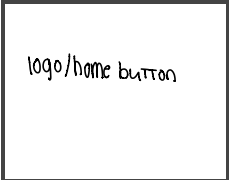
<img>

<button>

shop page-wide

<footer>

A sketch of the wide view of the shop page



A sketch of the narrow view of the shop page

## Content and Resources

For this website I will need:

- |  |                      |
|--|----------------------|
| -Images that I will get from Unsplash            | <b>need</b>          |
| -Text describing flowers                         | <b>need</b>          |
| -Text describing the flower shop                 | <b>need</b>          |
| -A range of pastel colors                        | <b>need</b>          |
| -Hover effect on buttons (left to right fill in) | <b>want</b>          |
| -Flower image to underline the navigation bar    | <b>want</b>          |
| -Contact form                                    | <b>would be nice</b> |

For this to become a reality I will need:

- Access to Unsplash
- Flexbox to create a responsive website
- A plugin to create a contact form
- A plugin for button hover effects

## Brand Look and Feel

I would like this website to look and feel pretty. I will be using pastel colors and images of flowers to convey this. The site will maintain consistent style, and the colors and images will not get in the way of usability, but they will enhance the user experience. The logo for the flower shop will stay in the header and bring users back to the home page when they click it.

## DESCRIPTORS

**Pastel  
Pretty  
Cute  
Bright**

**Happy  
Peaceful  
Natural  
Clean**

**Logo**



## TYPOGRAPHY - Select 1, 2, or 3 typefaces

### Choice 1

```
<link  
href="https://fonts.googleapis.com/css2?family=Quicksand&family=Sacramento&display=swap" rel="stylesheet">
```

1. font-family: 'Sacramento', cursive; **Headers**
1. font-family: 'Quicksand', sans-serif; **Paragraphs**

Header

Paragraphs

### Choice 2

```
<link  
href="https://fonts.googleapis.com/css?family=Baloo+Paaji+2|Comic+Neue&display=swap" rel="stylesheet">
```

1. font-family: 'Comic Neue', cursive; **Paragraphs**
1. font-family: 'Baloo Paaji 2', cursive; **Headers**

Paragraphs

Headers

### Choice 3

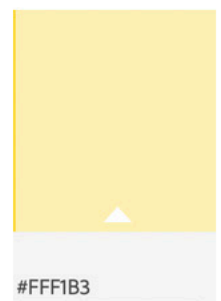
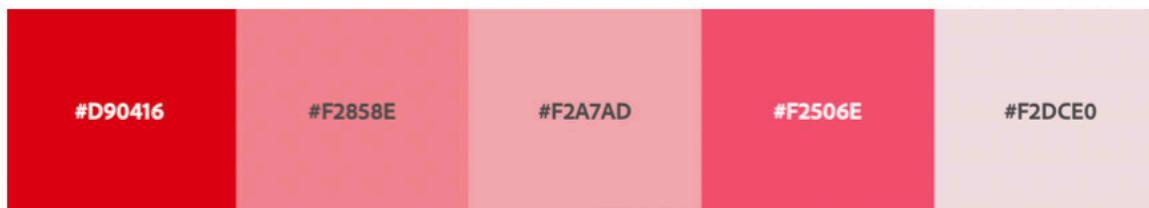
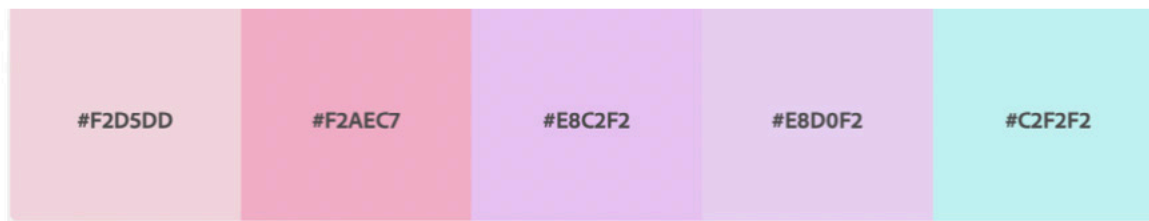
```
<link href="https://fonts.googleapis.com/css?family=Caveat|Poiret+One&display=swap" rel="stylesheet">
```

1. font-family: 'Caveat', cursive; **Headers**
1. font-family: 'Poiret One', cursive; **Paragraphs**

Headers

Paragraphs

## COLORS - or screenshot in from color.adobe.com



Style tile part 2 of 3



## TEXTURES / PATTERNS



Photo by [Paweł Czerwiński](#) on [Unsplash](#)



Photo by [Paweł Czerwiński](#) on [Unsplash](#)

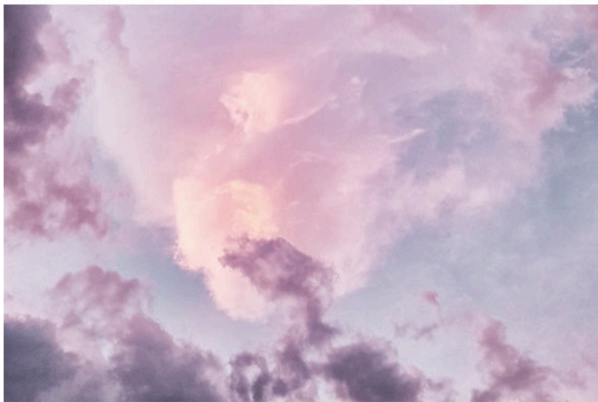


Photo by [eberhard grossgasteiger](#) on [Unsplash](#)



Photo by [MissMushroom](#) on [Unsplash](#)

**Brand Look and Feel Cont.**

The style tile contains example of descriptors, colors, typography, textures, and patterns that will be in use on my website. I would like to use rollover effects on the buttons in my website. An effect I would like to test on my website is a hover effect where the button fills in from left to right when hovered. I would also like to test out hover effects on my navigation bar. I would like to experiment with having a flower image appear when the user hovers over the navigation bar. I would also like to explore having photos grow when they are hovered over, This brand will create a cohesive and recongizable look and feel for the website.