



Capstone Project

CCT460 - Assignment 1

Sumaiya Saleem

1003399716

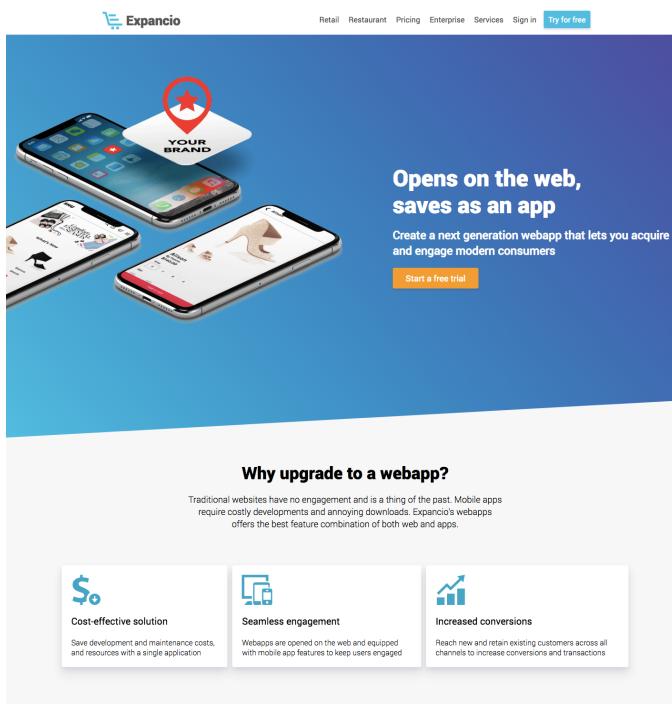
March 24th, 2019

Rationale

For this Wordpress Website assignment, I created "Glow Beauty", a revolutionary skincare and beauty brand. This was inspired by my assignment (for CCT341) of creating web app demos for a company called Expacio, where I also had to create a health and beauty company, and turn that into a website. While there are numerous brands like this out there, none of them carry the trinity of affordable products, effective skincare, and safe makeup. Glow Beauty is intended to fill that place in the marketplace.

Inspiration

In order to challenge myself as well represent my brand on the website effectively, I was inspired by two main websites for some aspects of the design.

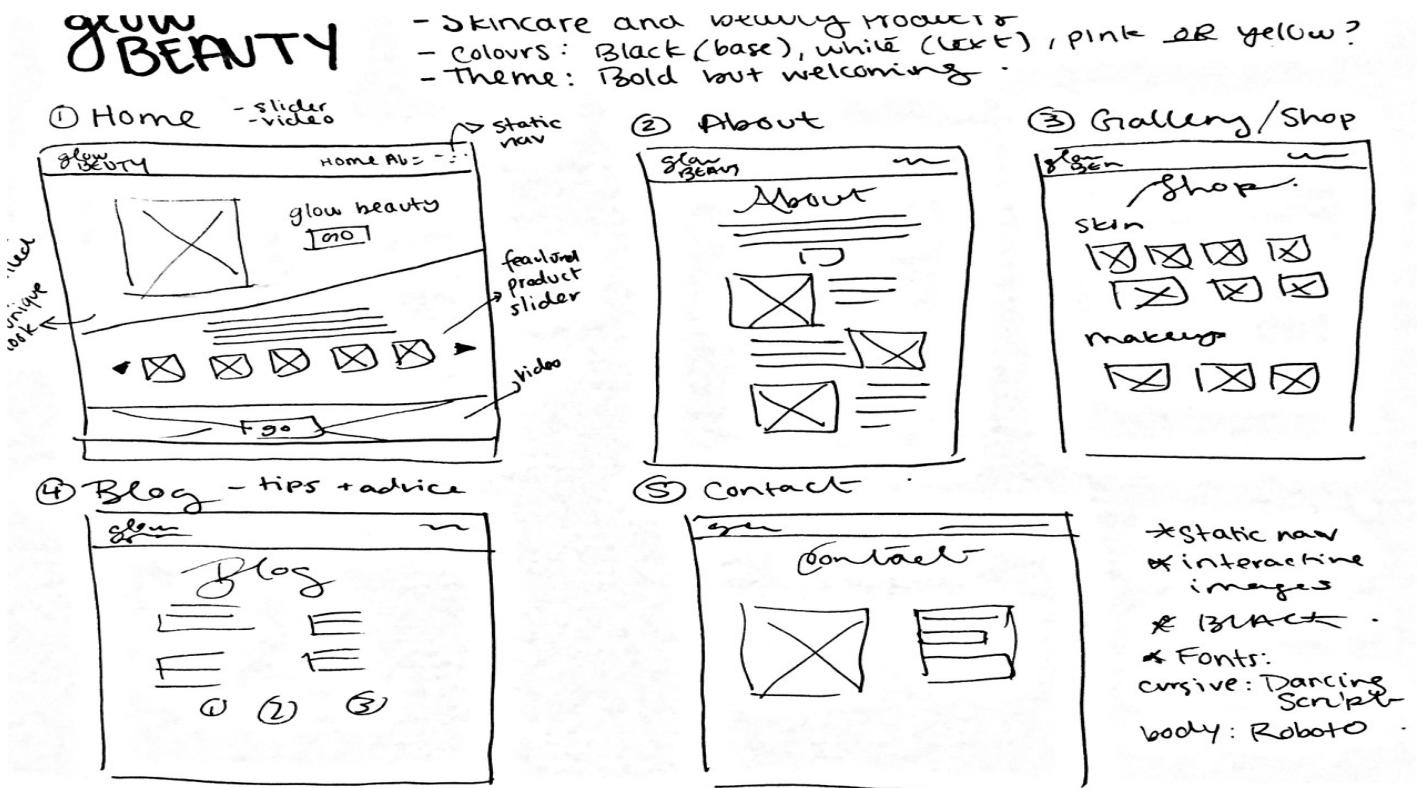


The first website I was inspired by was Expacio, the start up company I am currently creating a different project for. Their website is really simple in design yet stands out, which is what I want my website to emulate. Elements that have inspired my home page through this include the slim and static nav bar, the slanted main header image, and a three column about section.

A screenshot of the Sephora website homepage. The top navigation bar includes links for Services, Your #1 FOR WRINKLES, A BRUSH WITH INNOVATION, BEAUTY INSIDER, and REWARDS BAZAAR. Below the navigation are sections for "Top Rated Skincare" featuring various skincare products with star ratings, "Recommended For You" featuring makeup products like Clinique Even Better Mascara and Clinique Superprimer, and "Spot it. Shop it." featuring promotional banners for skincare consultations, wrinkle treatments, makeup brushes, and rewards programs. At the bottom, a footer navigation bar contains links for About Sephora, My Sephora, Help & FAQs, and Ways to Shop, along with social media icons and a copyright notice.

Sketches

Original sketches showing the start of design and thinking process.



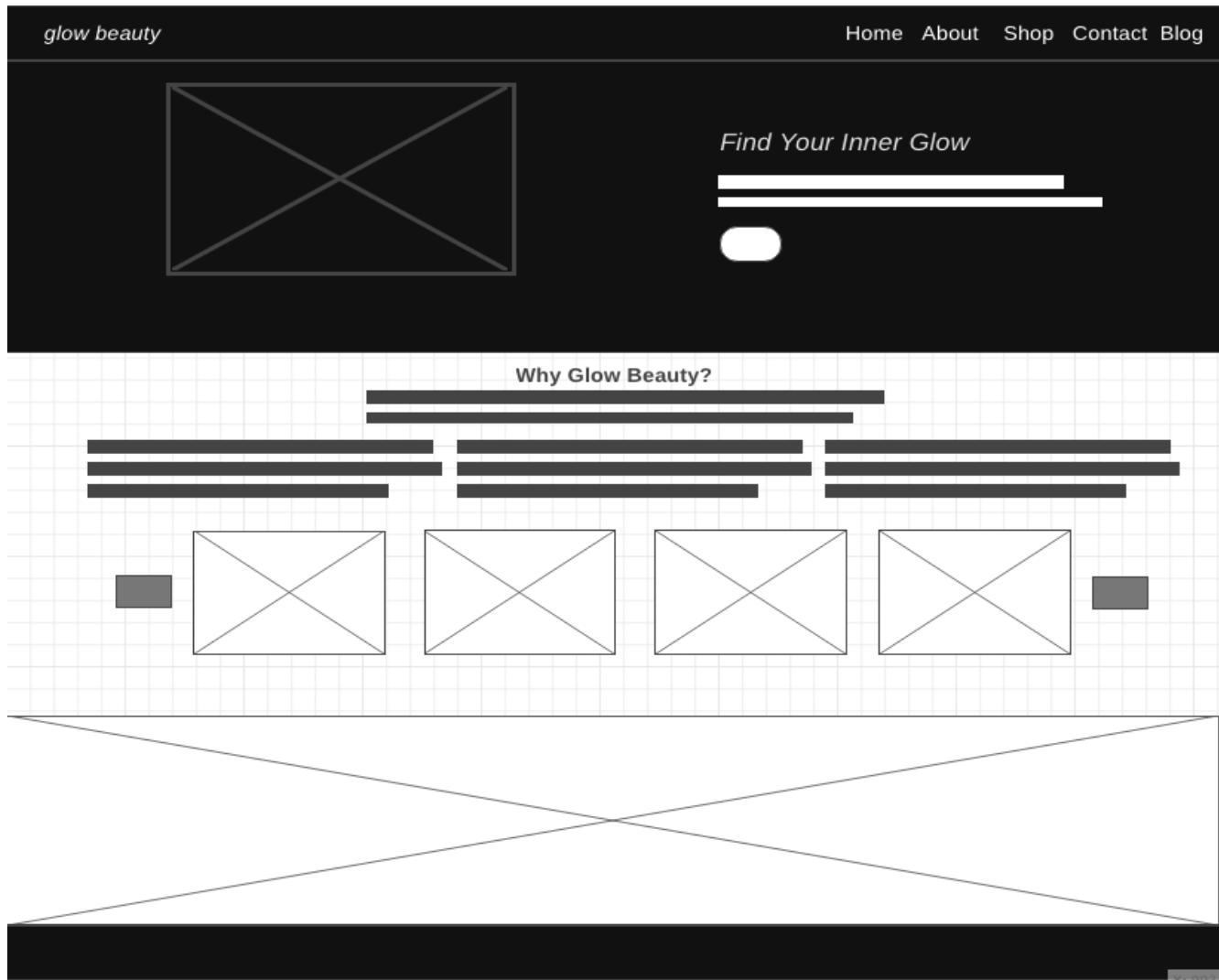
Wireframes

The following are the wireframes for the home page, and four inner pages which are about (content-heavy), shop (photo-rich), blog (time-based), and contact (form based). Wireframes created using wireframe.cc

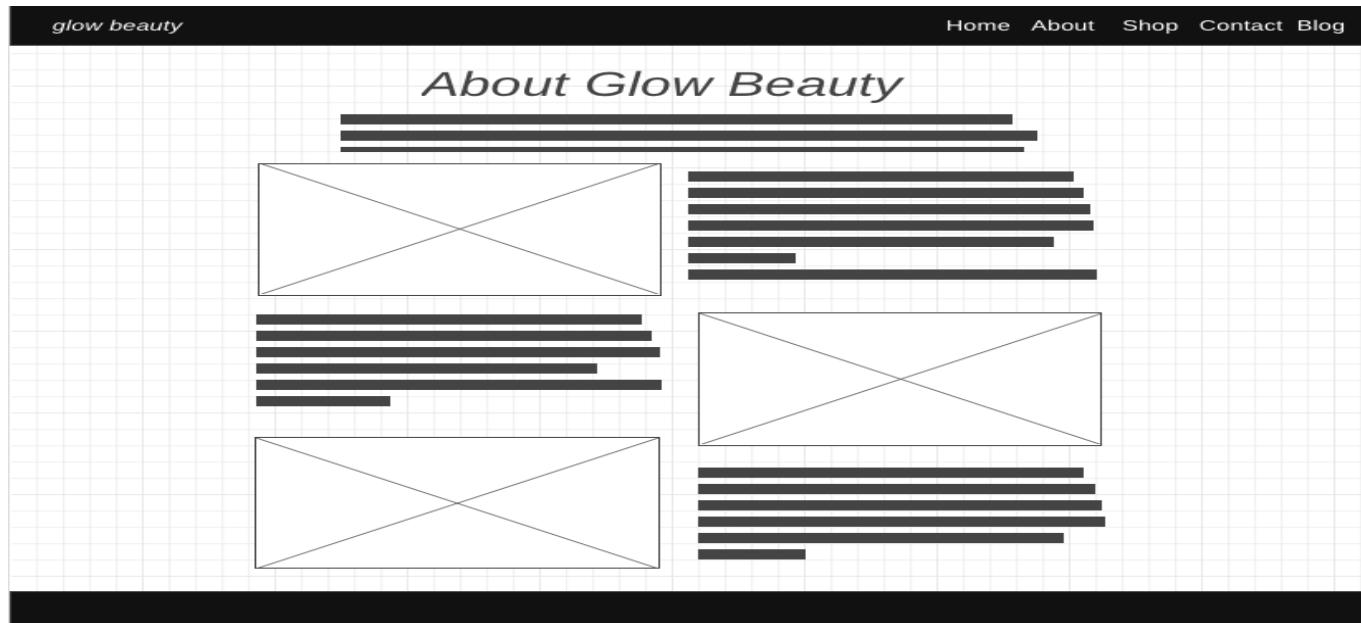
1. Contact

This wireframe represents the 'Contact Us' page. It features a header with the 'glow beauty' logo and a navigation bar with links for Home, About, Shop, Contact, and Blog. The main content area is titled 'Contact Us' and contains a large input field for a message, divided by a diagonal line. To the right of the message field are three smaller input fields labeled 'Name', 'Email', and 'Message'.

2. Home



3. About

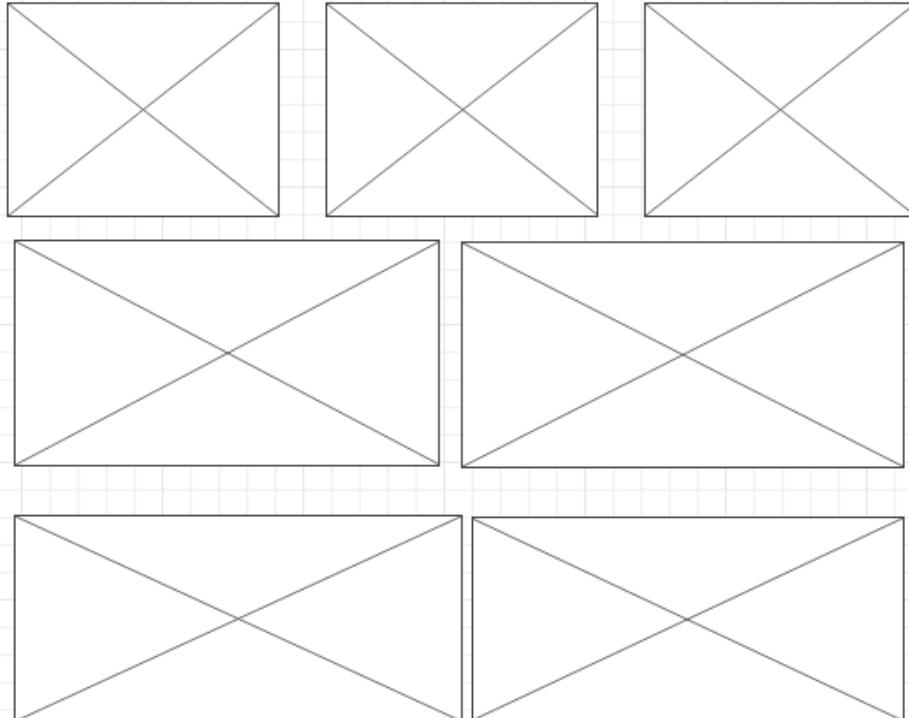


4. Shop

glow beauty

Home About Shop Contact Blog

Shop



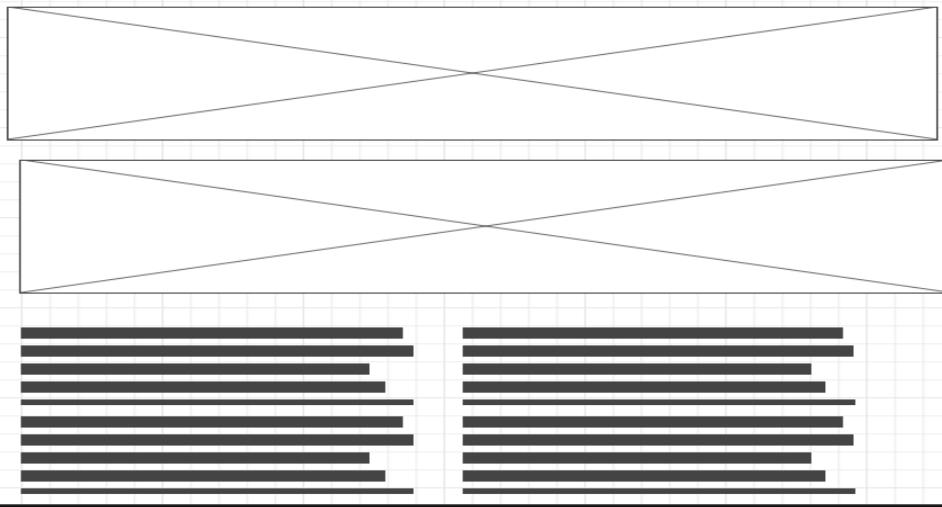
A 3x3 grid of nine empty rectangular boxes, each containing a large 'X' drawn with thin black lines. The grid is centered on a light gray background with a subtle grid pattern. A solid black horizontal bar is positioned at the bottom of the page.

5. Blog

glow beauty

Home About Shop Contact Blog

Blog



A 2x2 grid of two large, empty trapezoidal boxes, each containing a large 'X' drawn with thin black lines. Below this grid are two sets of five horizontal black bars each, representing blog post thumbnails. A solid black horizontal bar is positioned at the bottom of the page.

Design

The following are the colours, fonts, and images chosen to be represented throughout the site, that best reflect on the Glow Beauty brand. Product mockups were created myself using free mockup templates. The style guide was created using mockflows.com.

Colors

Main colours to be used

Pink Accents



Text



Base



Fonts

Header and Body font

Roboto

Aa

Roboto

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Dancing Script

Aa

Dancing Script

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Images

Product mockups created using free psd templates



Final Website

The final website was created using Wordpress CMS, and HTML/CSS, and can be viewed here:

<http://ccit308.firebird.sheridanc.on.ca>

Resources

<https://expancio.com/>

<https://www.sephora.com/ca/en/>

https://www.mockupworld.co/?s=cosmetic&download_category=&submit=Search

https://unsplash.com/photos/mVdzV_HTyH4

<https://unsplash.com/photos/f3rXT6NCNck>

<https://burst.shopify.com/photos/lipstick?q=makeup>

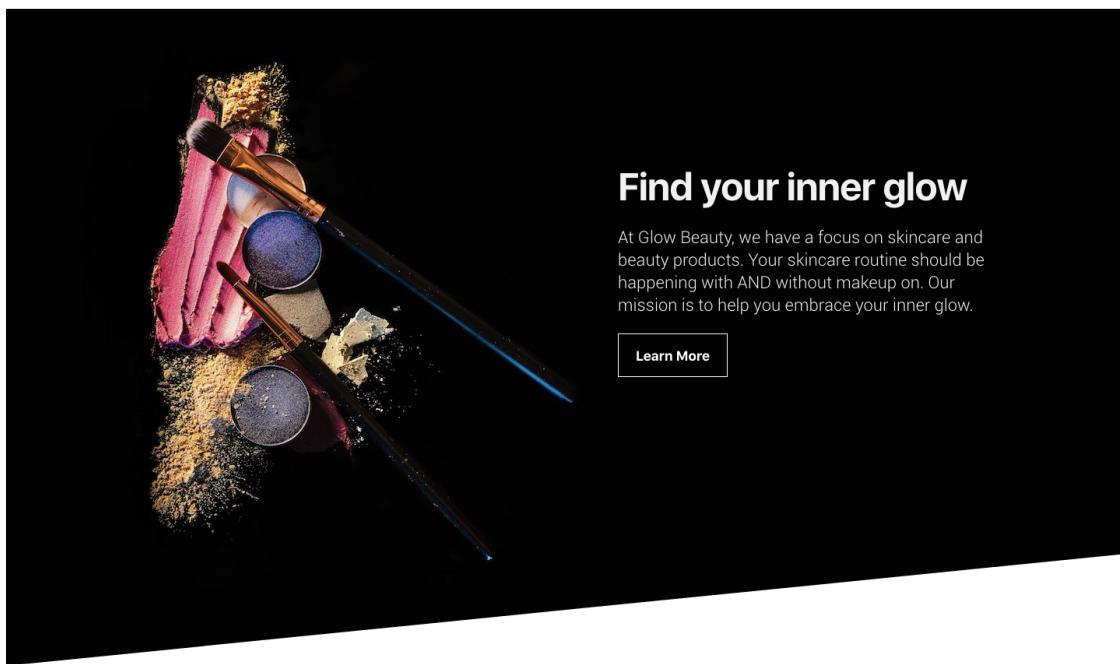
<https://www.pexels.com/video/woman-putting-lip-gloss-1596893/>

<https://burst.shopify.com/photos/makeup-and-brushes-on-black-background?q=Seytu+makeup>

Final Website Screenshots

glow beauty

Home About Shop Contact ▾ Blog

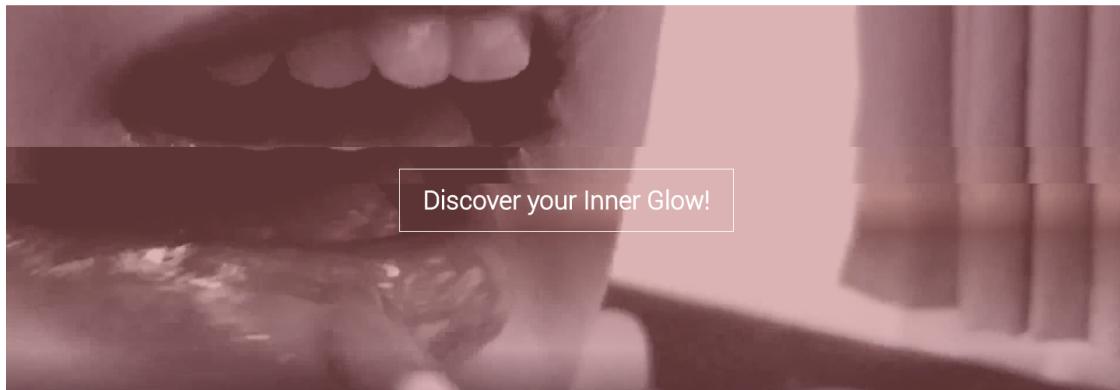


Why Glow Beauty?

We believe that makeup should enhance and not define your beauty! Our products provide focus on skincare and fresh makeup, so your skincare routine is ongoing. With our award winning research team, we know what the safest and most beneficial products for your skin are. We use technologies to ensure the best ingredients! We know makeup and skincare today is expensive- we also know that it doesn't have to be. With Glow Beauty, you are paying for the product and not the brand.

[Shop Now](#)

Featured Products



Home
About
Shop
Contact
- References
Blog

<http://ccit308.firebird.sheridanc.on.ca/>

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About Us

After an unsuccessful business venture in the wedding business industry with MIA events, we realized that there was a need in the market for affordable, cruelty-free, and effective makeup and skincare products, and so Glow Beauty was formed. We want you to always be feeling your best self, with or without makeup, and our unique products will allow you to do so. View below to see why Glow Beauty is the fastest growing online beauty skincare and makeup brand in the beauty industry.

[Contact Us](#)

Uniqueness

Some competitors claim to have the same product as us, but with patented technologies, ingredients, and formulas, Glow Beauty's products are 100% unique in its formulation, but also with its unique approach towards beauty. There are currently no alternatives to our products in the market. Glow Beauty has the miracle products you have been looking for.

Natural Ingredients

Glow Beauty has spent years in production and research of the ingredients used in the products. We use all natural ingredients, perfect for sensitive skin, to avoid any chemicals reaching your skin. The ingredients used are innovative, and a full list can be accessed through contacting us for privacy purposes.



Cruelty Free & Access

We strongly believe skincare and makeup is for humans and not animals, so all our products are cruelty free and vegan friendly.

Despite this, our products have easy accessibility with our low prices and worldwide shipping (except in countries where animal testing is necessary) as we believe you should not pay for the brand, and just the product.

Shop

Glow Beauty utilizes innovative technologies to carefully select unique ingredients and curate the most natural and beneficial products for your face, both in skin care and makeup. Our product line is growing, and the products below can be ordered through our [contact page](#).

Skincare



Mineral Face Cream



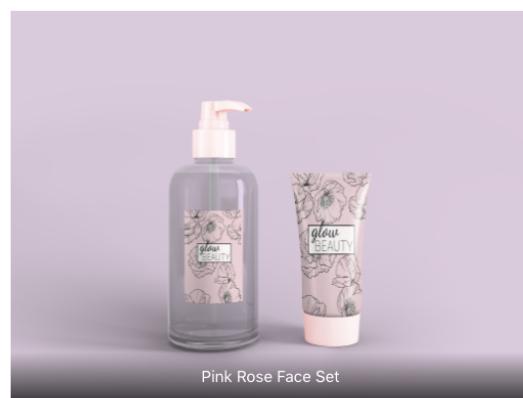
Red Sea Face Wash



Vitamin C Serum



Blue Mineral Face Set

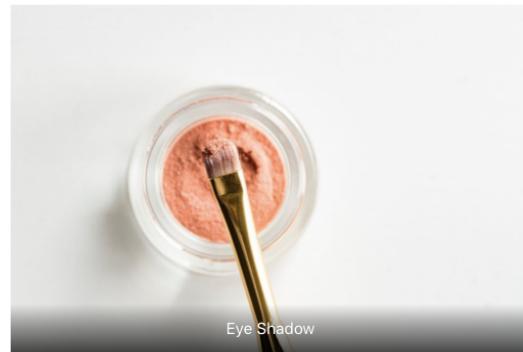


Pink Rose Face Set

Makeup



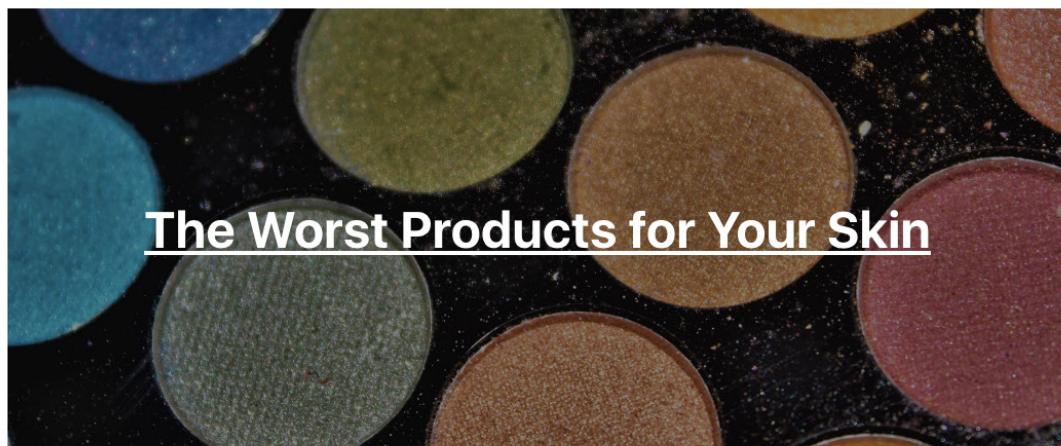
Red Lipstick



Eye Shadow

Blog

Our blog aims in helping you the best skin, makeup looks, and shares many more tips, advice, and secrets in the beauty industry. Read our posts below or contact us for more information.



Is Makeup Bad For Your Skin?

glow beauty

1 comment

Add This Small Step to Your Skincare Routine

glow beauty

0 comments

Skincare Trends – the myths and facts

glow beauty

0 comments

Skincare Trends to Follow

glow beauty

0 comments

Home

About

Shop

Contact

– References

Blog

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Contact



Name

E-Mail

What can we help you with?

Placing an Order ▾

Message

Submit

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