

Name: Teresa Pan

Daniel Oh

Date: 4/20/2021

1. A couple of paragraphs introducing your plan for the look and feel of your site. What kind of tone do you want your site to convey? Friendly? Modern? Professional? Classic? Upscale? Cutting-edge? High-tech? Elite? Powerful? Artistic? Eclectic? Edgy? Youthful (though not childish)? How will the look and feel accomplish this?

Our objective for this project is to create a modern, professional, and upscale site. This site is used to convey information about a cookie shop. The focus of this website should look appetizing in order to make the audience have an urge of buying the cookies; therefore, this website should not be having long paragraphs, but rather appetizing pictures. Our objective is to make the audience want to buy the cookies and make the website easily understood so they can order the cookies just one-click away.

For clarification, we will not be showing all the pages of the website here. There are many details about the cookie shop that we do not have, so our job is to make an outline of the website and the other information can be added later. Also, our design palette may not entirely encompass the fonts and colors we use because there may be additions or changes during the process of making the website.

We chose to use the Bootstrap framework because it is one of the world's most popular frameworks for developing a responsive, mobile-first website. The Bootstrap framework will provide us with a great grid system that can be both fixed and fluid. Moreover, since we are designing an appetizing website, Bootstrap is a great choice because it has many HTML elements for which they can be styled.

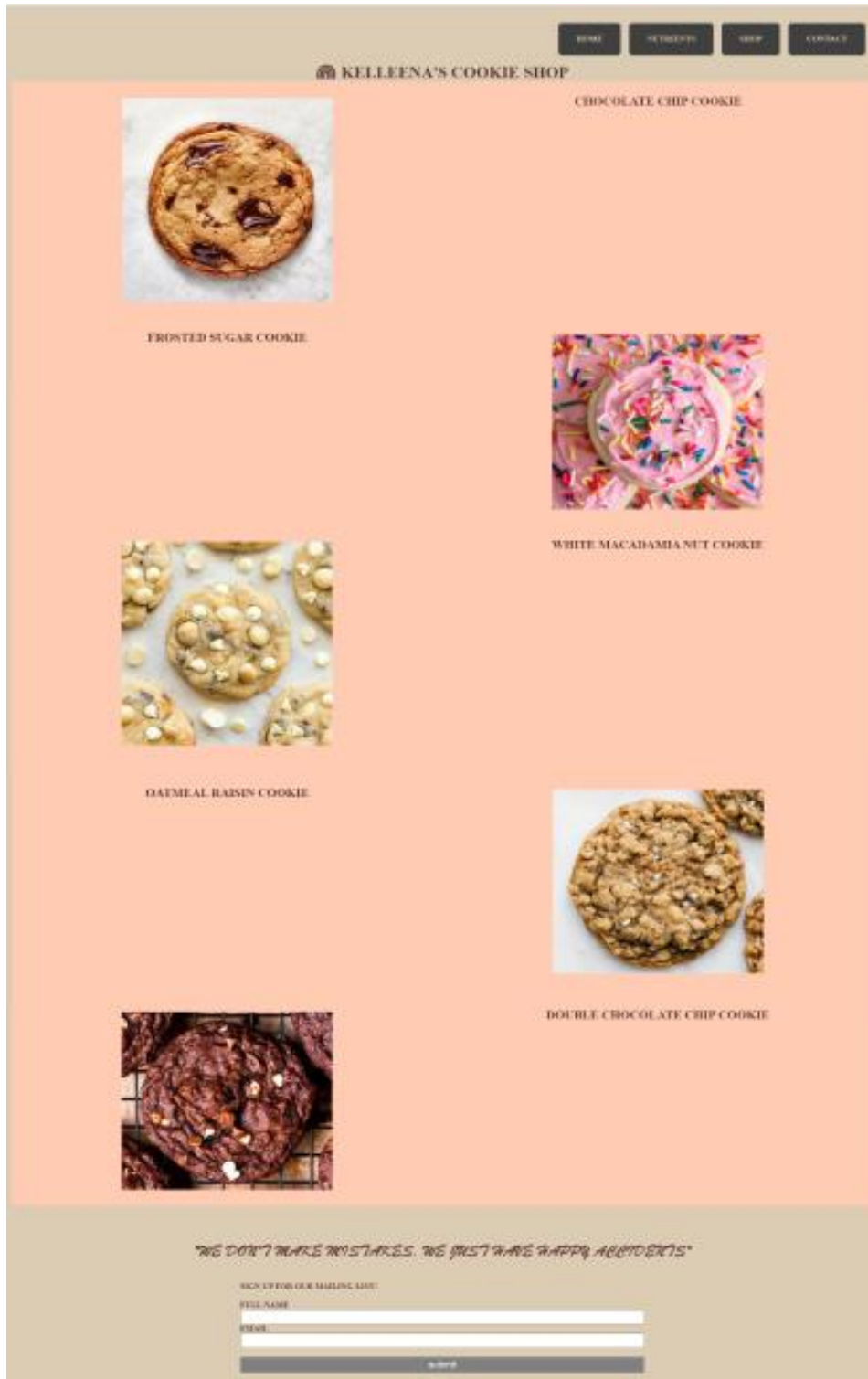
2. Links to or images of two wireframes/mock-ups depicting the planned site's home page layout: one of a mobile view of the home page, and another depicting the home page in desktop view. You may use an electronic wireframing tool, a prototype production tool, or simply sketch by hand (IF you are capable of sketching clearly and well; these mock-ups should be polished and professional).

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Desktop view wireframe:



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Phone view wireframe:

MENU

 KELLEENA'S COOKIE SHOP



CHOCOLATE CHIP COOKIE



FROSTED SUGAR COOKIE



WHITE MACADAMIA NUT COOKIE

*"WE DON'T MAKE MISTAKES. WE JUST
HAVE HAPPY ACCIDENTS"*

SIGN UP FOR OUR MAILING
LIST!

FULL NAME

EMAIL

submit

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3. A design palette: a description of your color scheme (with color thumbnails), font choices for each category (h1, h2, h3, a, p, etc., with examples), examples of your chosen buttons, example of any mouseover/hover/active/focus states, and examples of any menus, forms, gallery items, borders, corners, etc.

Text

Ag H1 Times New Roman – 24pt

Ag H2 Times New Roman – 18pt

Ag H3 Times New Roman – 13.5pt

Ag Paragraph Brush Script MT – 24pt

Ag Link Times New Roman – 12pt

Cookies

Cookies

Cookies

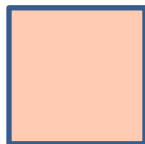
Cookies

Cookies

Color



#dccb3



#ffccb3



#b0b0b0



#000

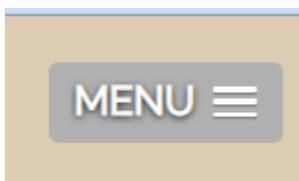


#404040

The menu icon when it is on phone view:



The menu icon when hovered over:

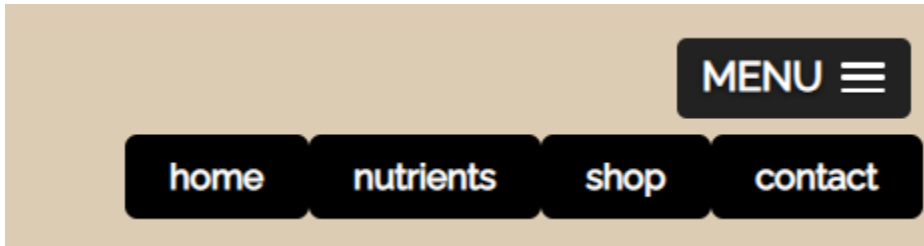


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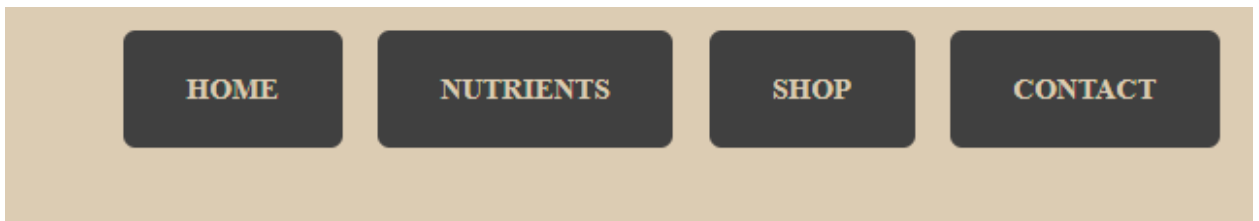
The menu icon and the drop-down menu when clicked on:



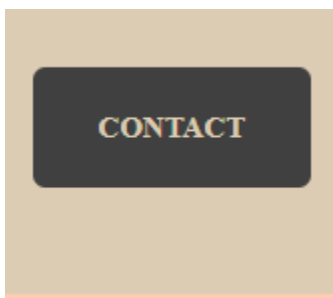
The drop-down menu icons when hover:



Menu layout on desktop view:



Menu button normal:



Menu button hover:

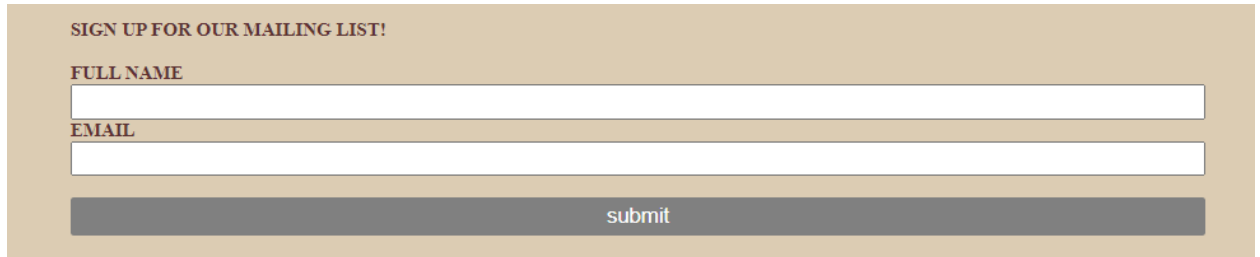


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Email list form:



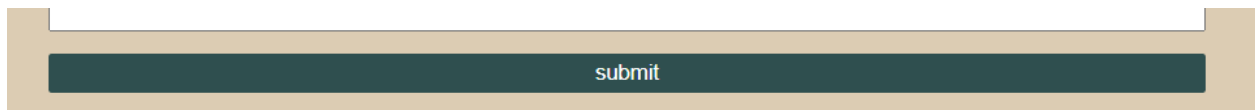
SIGN UP FOR OUR MAILING LIST!

FULL NAME

EMAIL

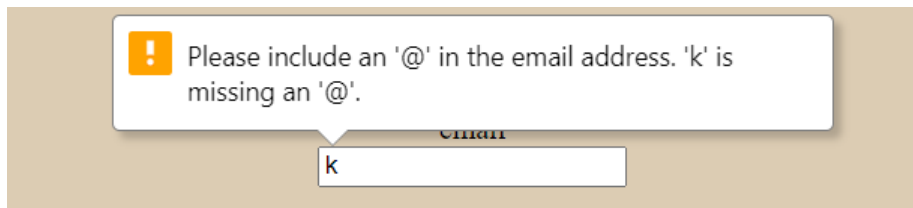
submit

Email list form submit button hover:



submit

A banner pops out to show errors and warnings of the form:



! Please include an '@' in the email address. 'k' is missing an '@'.

Email

submit