Name of your Business

Site Plan



Firstname Lastname

WDD100-section

**On the Title page, add your name and class number WDD100-03 or 04**

**Throughout the plan, the directions are in red. Read and fix each section, then delete the directions before submitting your site plan.**

**Overview**

**Site Purpose**

**Develop a purpose statement that clearly defines your goals for the website.**

The content should support that purpose. At a high level these purposes can take many forms:

* Build Revenue Build revenues for your new/existing business or
* Share Information Share corporate or educational information or
* Share Opinions Share opinions on a subject or
* Share Personal Interests Share personal interests with family and friends

(at least 100 words)

**Target Audience**

**Write a statement specifically identifying your target audience**. Try to answer these questions in your statement:

* Who are the target customers? Describe their life (or business) situation (age, financial situation, interests, etc)
* What do they want?
* What are their needs that aren't being met?
* How will my audience usually access my site (desktop, laptop, mobile device)? (at least 100 words)

## Branding

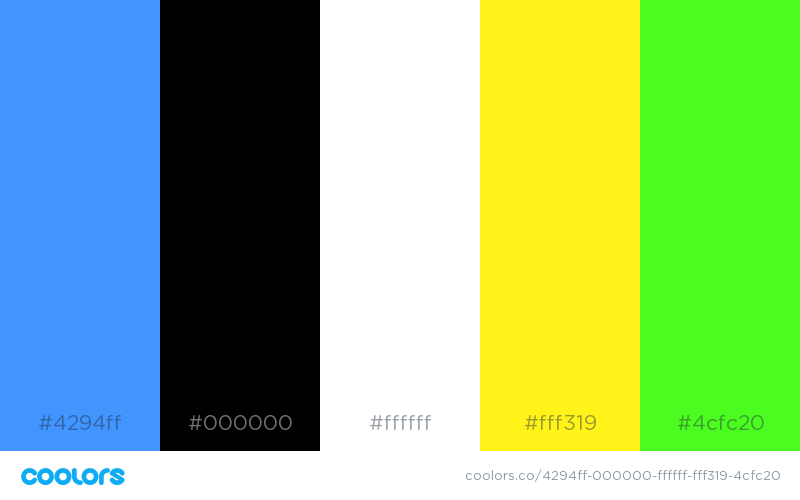
### Website Logo

**You are not required to use this logo for your site…but you must have a logo for your website and here in your site plan. Put your logo image here.**



Color Palette

**The colors you choose for a website are one of the most important decisions you will make. You will be choosing your color scheme using** [**https://coolors.co/**](https://coolors.co/) **. Export your colors as an image and then upload your image to replace the color scheme you see below with yours. Also record the hex color codes (the 6 digit numbers that show when you hover over a color in your palette) for the colors you have chosen below. You should have at least 2 colors but do not have to fill in all 4 if you do not need them.**



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Primary** | **Secondary** | **Accent** | **Accent** | **Accent** |
| #4294ff | #000000 | #ffffff | #fff319 | #4cfc20 |

#### Replace the numbers in the boxes with your colors: hex or rob (I suggest hex)

## Typography

**Choose a font for your body copy and headlines. What font(s) have you chosen? Tell why did you choose these fonts? Make sure to review the list of web safe fonts at W3Schools.org as a starting point.**

### Heading Font

**Change the text below to match your headline styles (font family, color, size).**

#### ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&\*()\_+

#### This is my Sample Heading

### Body Copy Font

**Change the text below to your chosen body copy styles.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#$%^&\*()\_+

This is an example of my sample paragraph. It will show the color, size and style of a paragraph in my website.

## Navigation

### Main Navigation

**Describe your main navigation. Include the colors you would like for each state of the link (normal, hover, active, and visited). In the example table below ‘Home’ is showing what will happen when a link is in the hover state. The other boxes show the normal styling for the Navigation bar. You can modify the colors in the table below for a visual, create a visual in another program and add it as an image, or remove the table and just describe your navigation in text. Make sure to also change the colors below to color codes from your color scheme.**

|  |  |  |
| --- | --- | --- |
| Home | Page Name | Page Name |

**Put the names of your other two pages in the boxes. Do Not Remove the navigation bar image. Change the colors of the boxes to your colors if you like.**

Link:normal : #396E94

Link:hover : #E7C24F

## HTML Elements (optional)

### Links

**You will probably have other links on your page that are not part of the main navigation. What colors will you use for those?**

**Remove these if you do not intend to use these extra links.**

Link:normal

Link:hover

## Layout

### Site Map

Home

Page Name

Page Name

**The Site Map of a site is just like it sounds…it is a map of the pages in a site and how they are related and linked together.**

**From the map above we can see that we will eventually have the Home page and 2 sub or child pages.**

**The lines that connect them all together indicate that each page should be accessible from any other page, it is essentially showing us the global navigation for the site.**

### Choose your pages that you will create and put the names inside the two child page boxes… Some suggestions are below:

### FAQ

### Blog

### Contact Us

### Rivers We Run

### Schedule/Rates/Dates

### Wireframes

***(We will not be changing this now but we will be referring back to this wireframe each week*)**

Wireframes are like blueprints for making webpages. They should show the major sections of content that will be on the page and the relative locations of each element. In the wireframe below you can see there will be 6 sections to our page:

At the top we have a section with the logo (the box with the mountain means an image) and the navigation bar. Then there is a banner image that stretches all the way across the screen. Next we have some text and an image followed by an image and some text. Then one more section of text with no image. Lastly, a footer containing a copyright/name line and the 3 social media icons you will use for your website.

Wireframes optionally can also contain information about element sizes as this one does. The 115x100 on the logo placeholder is telling you that it should be 115px x 100 px. The px stands for pixels…a common unit of measurement on the web.

