## Task 1: Selecting Your Client and Planning Your Website Design

**Tyler Day**

**11/17/2024**

**Overview**

Select a client for your project. Build wireframes for four webpages, and select an appropriate color palette, logo, font color, and typography. Provide an analysis of your design choices.

**Instructions**

Provide your responses in the following table.

|  |
| --- |
| **Client’s Name**  *Hint: What is the full business name of the client?* Select a client from the provided clients list in the [**Client Scenario and Criteria**](https://app.sophia.org/tutorials/introduction-to-web-development-client-scenario-and-criteria). |
| Bloom Valley Nursery |

|  |
| --- |
| **Figma Wireframe Links**  *Hint: Provide a link to the correct wireframe files in your Figma account. Use the “Share” button, copy the link URL, and paste the link in the appropriate box below.*  Build eight wireframes for the website and include the links to be able to access throughout the rest of the Touchstone tasks:   * The mobile wireframe link includes the Homepage, Gallery page, About Us page, and custom page. * The desktop wireframe link includes the Homepage, Gallery page, About Us page, and custom page.   Wireframes should   * be created using the Figma tool (there should be one Figma file link for the mobile wireframes for all four webpages and one Figma file link for the desktop wireframes for all four webpages); * be organized to demonstrate a clear layout and should not be confusing; * not include color; * include some labels to indicate what each box or section represents; * have a consistent header section, footer section, and navigation menu for all pages; and * tinclude, in the main sections of each page, appropriate elements, image placeholders, button placeholders, and paragraph and header placeholders (lorem ipsum or filler text is not required). |
| Mobile Wireframe Link: https://www.figma.com/design/hOfd3R6HiJPSdUL9wViAIk/Sophia?node-id=0-1 |
| Desktop Wireframe Link:  https://www.figma.com/design/hOfd3R6HiJPSdUL9wViAIk/Sophia?node-id=2-100 |

|  |
| --- |
| **Color Palette Selection**  *Hint: Which color palette did you choose for your selected client?* Select a color palette from the choices in the [**Client Scenario and Criteria**](https://app.sophia.org/tutorials/introduction-to-web-development-client-scenario-and-criteria)   * The color palette, logo, font color, and typefaces should be appropriate according to the client description provided in **Client Scenario and Criteria**. * For the color palette, font color, and typefaces, provide the choice number of your selected option. If you plan to select colored font/text, you must include a color contrast report. |
| *Color Pallette: 1*  *\ype Face: Typography Option Two* |
| **Color Palette Analysis**  *Hint: Why did you choose each color in the color palette, and how will it meet the needs of the client or the client’s desired theme and style?* |
| *The earthy tones of color palette one will match the earth tones of the images provided by the client and meet their desire to resonate with local gardening enthusiasts.* |

|  |
| --- |
| **Logo Selection**  *Hint: Which logo did you choose for your selected client?* Select a logo from the choices in the [**Client Scenario and Criteria**](https://app.sophia.org/tutorials/introduction-to-web-development-client-scenario-and-criteria). |
| *(required)* |
| **Logo Selection Analysis**  *Hint: Why did you choose the logo, and how will it meet the needs of the client or the client’s desired theme and style?* |
| *(required)* |

|  |
| --- |
| **Font Color Selection**  *Hint:* *Which of the provided font colors would you choose for your client’s website?*Select a font color from the choices in the [**Client Scenario and Criteria**](https://app.sophia.org/tutorials/introduction-to-web-development-client-scenario-and-criteria). |
| *Font Color: 000000* |
| **Font Color Analysis**  *Hint: Justify your choice of font color. If you include colors for the text on the site, make sure that you include a color contrast report such as* [*https://accessibleweb.com/color-contrast-checker/*](https://accessibleweb.com/color-contrast-checker/) *or* [*https://webaim.org/resources/contrastchecker/*](https://webaim.org/resources/contrastchecker/) *to ensure the font will meet accessibility needs.* |
| *Chose to use black text as it is easy on the eyes and will not clash with brand colors* |

|  |
| --- |
| **Typography Selection**  *Hint: Which of the provided typography would you choose for your client’s website?* Select a set of typefaces from the provided typeface choices in the [**Client Scenario and Criteria**](https://app.sophia.org/tutorials/introduction-to-web-development-client-scenario-and-criteria). |
| *Typogralphy Option 2* |
| **Typography Analysis**  *Hint: Why did you choose these specific typefaces and font types?* |
| *The fonts in this package will look modern. The font choices are accessible and web safe* |