

Due Nov 22 Tuesday - Final Project Part 1

1. Wire frame plan and flow chart for client site. Sketches are OK if neat and presentable.
 2. Style sheet choices for fonts/colors.
 3. Keywords identified.
 4. Mock-up of home page (single page) with all visual elements included: accurate layout, colors, graphics, navigation, and images. A static Photoshop image is fine.
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Presentation Outline

Prepare to show and justify choices for colors, type, images, and visual hierarchy, based on the client's needs, in three minutes or less.

What is your color scheme? How do these colors help communicate the client's overall message?

How does your choice of text elements, in your links and content, help communicate the client's overall message?

"The impression I want to make is friendly and conversational, but also organized, knowledgeable and trustworthy."

"I would like warm, friendly, natural colors. Sunburst might be a nice sub-color theme because it is used to decorate many guitars."

"Black seems to be a popular color for the page backgrounds of a number of guitar manufacturers. That would be OK. White is good also. It is clean and sets off the colors of the guitars. Other possible desirable colors include the blond color of an acoustic guitar top, or the rich wood colors of rosewood, walnut, and maple."

How will your choice of images and your layout appeal to the client's target audience?

"Our audience included people who prefer "natural" things, and who are generally not interested in glamour or decoration. Mature adults. Some customers who are collectors would most often be middle-aged males who grew up listening to guitar music but did not have the money to buy a better quality guitar until their children were raised. Also, articles about the artists, the guitars, and about collectors of guitars would attract them."

How will your design achieve the client's business goals?

"We want to create a new business web site that buyers can go to and buy used, and occasionally new, flattop guitars. The site will also sell advertising space. The site will also sell a few unique accessories such as guitar straps, picks, and stands."

"I want to attract returning customers back to the site with articles/resources that interest them."