

Kaden Mont

November 12th

Design For The WWW II

Final Project Proposal

The brand I will use to build a website is Just Cannabis. Just Cannabis was founded by Aunt Riqua Hailes in 2019, and since then, it has been creating products to help support the cannabis industry. From CBD gummies to rubbing cream, Just Cannabis creates CBD-based products to relieve users of pain and inflammation. My aunt has been an entrepreneur for nearly 20 years, owning multiple successful businesses, producing documentaries, and managing teams and projects. Growing up, I was always inspired by my aunt and her ability to take action and to follow her dreams, no matter who stood in her way. After spending most of my life witnessing the birth and success of her businesses, I wanted to return the favor by creating a brand website for Just cannabis.

The website itself will feature multiple HTML pages, including a home/landing page, an about the creator page, a products page, and a contacts page. The home page will provide quick access to the other HTML pages for usability. In contrast, the creator page will explain to the viewer who my aunt is and her journey through the cannabis industry, highlighting some of her past achievements. The products page will showcase some of Just Cannabis's popular products, including candles, smudge sticks, and rubbing cream. The color scheme will reflect the Just Cannabis social media page and website, which feature deep, soft greens and cream-based colors

to evoke a sense of relaxation, the earth, and nature. I would use typefaces that are easy to read and are semi-bold. My target audience is towards Cannabis Users, specifically CBD users.