

Branding Project

For my Final project, I am making a website for a company that sells iPhone cases where everything is on one scrollable page. I am making the site one that encourages people to go shop at their in-person location. The website is going to show some of the different phone cases offered but you won't be able to buy them online because the store is only in person. I will have a contact section at the bottom of the website though as a way to reach out to the iPhone case-selling company.

I'm going to have a navigation at the top that you can click on from any section of the page and it will take you to that section. There will be a collection section where you can view some of the different phone cases sold. If I can figure out how to make it work with my template then I will add lightbox to the collection. The phone cases designed are going to be catered towards ones that young adult women or teen girls might be interested in. The color scheme will be lighter colors with a white or beige background. I want the typefaces to be more playful and unique but ones that are still professional enough for a business.