

# MAJOR PROJECT FINAL PRESENTATION

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MA Web Design and Content Planning (2022-2023)  
**Muhammad**

13/09/2023

# CUT AND CARE (C&C)



- 
- A website for men hairstyles and hair care guide for men along with a general information of general/natural hair products.

## THE DOMAIN

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# cutncare.men

Domain Provider



THE HOSTING

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# cutncare.men

Hosting Provider



# UPDATE ON FONT STACK : SANS-SERIF

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- **Previously Proposed:**  
Roboto, Raleway

**Headings**  
Raleway

**Websafe:** Verdana,  
Tahoma

**Content**  
Manrope

Regular 400

Whereas recognition of the inherent dignity

Regular 400 Italic

*Whereas recognition of the inherent dignity*

Medium 500

Whereas recognition of the inherent dignity

Light 300

Whereas recognition of the inherent dignity

Regular 400

Whereas recognition of the inherent dignity

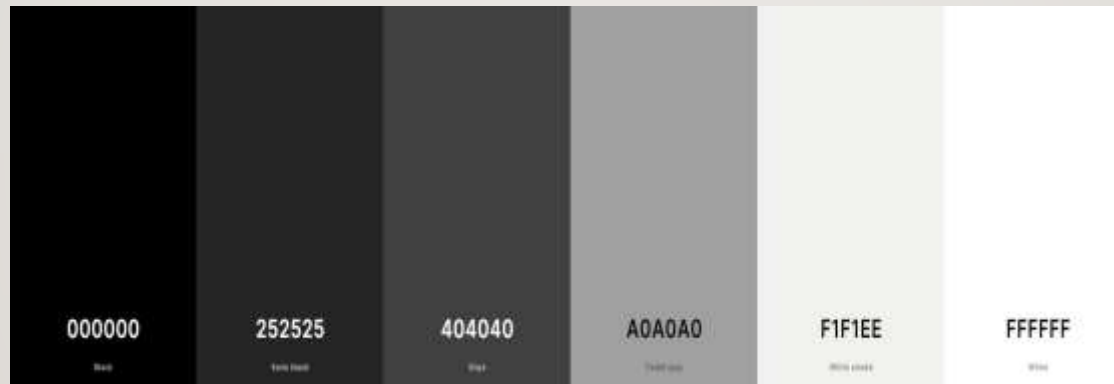
Medium 500

Whereas recognition of the inherent dignity

# UPDATE ON COLORS

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## New Palette



Monochromatic/Grayscale  
visual design

## TONE OF VOICE

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**Bold**

**Assertive**

**Professional**

**Dual Tone**

**Informative**

**Personal**

# TECHNOLOGY

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HTML, CSS, javascript

PHP,

Wordpress for Content  
Management

Tools:

Visual Studio Code

Adobe Photoshop

Whimsical





# DECISION ON WEBSITE LOGO

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Initial Logo in Prototype



current Logo

## Cut and Care (C&C)

- A website for men hairstyles and hair care guide for men along with a general information of general/natural hair products.

# HOW I CREATED THE CONTENT

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- Went through various men hair websites like
  - <https://manforhimself.com/>
  - <https://www.artofmanliness.com/style/hair/the-best-haircut-for-your-face-shape/>
  - <https://menshaircuts.com/>
  - <https://www.menshairstyletrends.com/>
  - <https://manofmany.com/fashion/mens-hairstyles/best-mens-hairstyle-sites-blogs>
  - <https://www.thehairstyler.com/mens-hairstyles>
- And Also went through a lot of Articles and encyclopedias
- It was full fledged research

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- I accumulated all the text data in the word files and curated it in my own words adding my personal opinions and suggestions as well
  - Then I gathered all the pictures that I needed for my content from multiple free stock resources like
    - Freepick (I also bought the premium version of it)
    - Unsplash
    - Pexels
    - Etc..

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- Since I needed a lot of pictures of diverse hairstyles and I wasn't able to find all of them on free image platforms so I tried to use a few ai tools for images via text prompts and they are:
    - getimg.ai ( I also bought the premium version of it more more pictures
    - <https://www.bing.com/images/create/>
    - <https://gencraft.com/generate>
  - Then I optimized all the pictures and used them all in my site

# GENERAL HIERARCHY OF MY WEBSITE

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- **Home page**

- Explore the latest trends
- Look into our features
  - Our hairstyles gallery
  - Face shape suitability guides**Both linked to hairstyle page**
- Cut and Care only for your hair
  - Hair Care for Your Hair Type
  - Hair Care Tips and Tricks**Both linked to hair health page**



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- **Home Page**

- **Hairstyle page**

- Trending hairstyles
- Less popular hairstyles
- Old but gold hairsyles



(all three categories have a lot of hairstyles in them each linked to their specific information page)

- **Hair Health page**

- General hair types ( Normal, thick, thin ) [each type linked to its information page]
- Specific hair types ( straight, wavy, curly, kinky ) [ each type linked to its sub-types which are further linked to their respective information pages ]

- **About page**



## PROTOTYPE LINK

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- Link to open [cutncare.men](http://cutncare.men)

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**THANK YOU  
FOR YOUR  
TIME**