

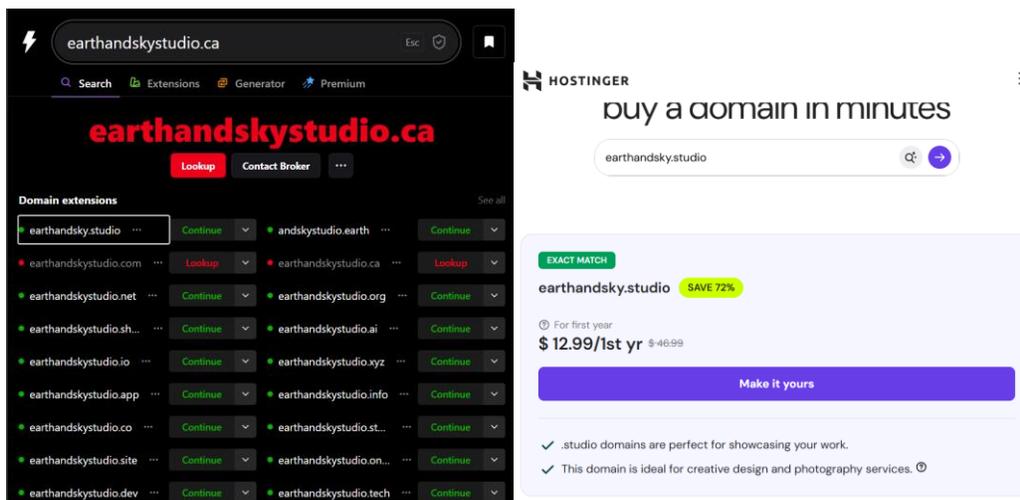
Real or Imaginary

The website is for an imaginary yoga and wellness studio called Earth & Sky Studio. This is a fictional business created for the purpose of the course project. It represents a peaceful yoga space that blends nature themes like earth, sky, balance, and calmness.

Site Title & Research a Domain

The working title for my website is Earth & Sky Studio. After searching for a domain, I found that **earthandsky.studio** is available. Some extensions like **.com** and **.ca** weren't available, so I tried a few variations before finding one that worked.

Based on the DNS results in my screenshots, the **.studio** domain was one of the more affordable options, showing a price of \$12.99 for the first year. Overall, it was fairly easy to find a domain that matched my business name once I tested different extensions.



Purpose & Audience

Purpose:

Earth & Sky Studio is a calming, nature-inspired yoga space designed to help people feel grounded and relaxed through gentle movement, breathwork, and meditation. The website will introduce the studio, explain the yoga classes offered, and give visitors a clear idea of the studio's nature-based theme.

Audience:

The website is aimed at people who are looking for a peaceful and welcoming place to practice yoga. This includes beginners, individuals wanting stress relief, and anyone interested in wellness or mindfulness. The target audience is mainly adults who value calm environments, nature, and simple, accessible yoga classes.

Site Description

Content Pages

- Home: A welcoming introduction to Earth & Sky Studio with a calm, nature-inspired message.
- About: Information about the studio's concept, mission, and nature-based approach.
- Classes: A list of yoga classes with short descriptions.
- Instructors: Short bios for the studio's fictional yoga instructors.
- Contact: Contact information and a fillable form for questions or class inquiries.

Photo Gallery

- Peaceful yoga room images
- Nature scenery such as sky, trees, and forest paths
- Yoga mats, plants, candles, and calming studio decor
- Simple yoga poses or silhouettes
- Earth + sky inspired colour themes (blues, greens, neutrals)

Online Fill-able Form

Class Inquiry Form where visitors can:

- Ask questions about classes
- Request more information
- Indicate interest in joining a class

The purpose of the form is to give visitors an easy way to connect with the studio.

Site Colour Scheme

I selected four colours from my forest image using the Photoshop Colour Sampler Tool. The two light colours were taken from the moss on the forest floor and the soft beige/yellow tones from the sunlight rays. The two darker colours were sampled from the tree trunks and the deep green shadows in the trees. These colours represent the natural, calming atmosphere of Earth & Sky Studio and provide a good mix of contrast for backgrounds, accents, and text throughout the website.



Image Source: Microsoft Stock Images (Free to Use)

