

Heading 1: Real or Imaginary

My website is for imaginary business

This website is for an imaginary but realistic business called Glow Events. The business represents a future event and creative services company that could operate locally in Canada and provide creative and entertainment- focused solutions.

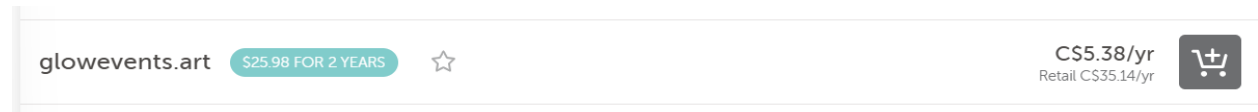
Heading 2: Site Title & Research a Domain

Glow Events

Glow Events aims to create memorable and joyful experiences through creative event services such as face painting, themed decorations, and interactive entertainment. Our mission is to bring color, creativity and fun to children’s parties, family events, and community celebrations across Canada. We focus on providing professional, high-quality services that leave lasting positive impressions on our clients and their guests.

Part B: Domain name research

Glowevents.art



Part C: Reflection

Finding an available domain name was a little challenging because many common event related domain names were already taken. I chose glowevents.art because it was available and matched the creative focus of the business. I noticed that alternative domain extensions, such as .art, were easier to find and were often more affordable than .com domains. It was very interesting to see how choosing a different extension can make a strong and unique domain name possible.

Heading 3: Purpose & Audience

The purpose of this business is to provide creative event services such as face painting, themed decorations, and entertainment activities for private and community events. The website aims to inform potential clients about available services and encourage them to make bookings inquires.

The target audience includes parents, families, and event organizers in the Greater Victoria area, particularly those planning birthday parties, school events, and community celebrations. The audience values creativity, professionalism, and engaging experiences for children and guests.

Glow Events stand out by combining creative face painting, customized themed decorations, and interactive entertainment in one service. Unlike typical event companies, Glow Events focuses on personalized experiences designed specifically for children and family-friendly events.

Heading 4:

1-Content pages:

- Home
- About us
- Services
- Gallery
- Contact

2- Photo Gallery

- Photos of face painting designs
- Event decorations and themes
- Smiling children and families at events
- Detail shots of creative work

3-Online fillable form

- Contact / Booking request form
- Purpose: allow visitors to request quotes or ask questions

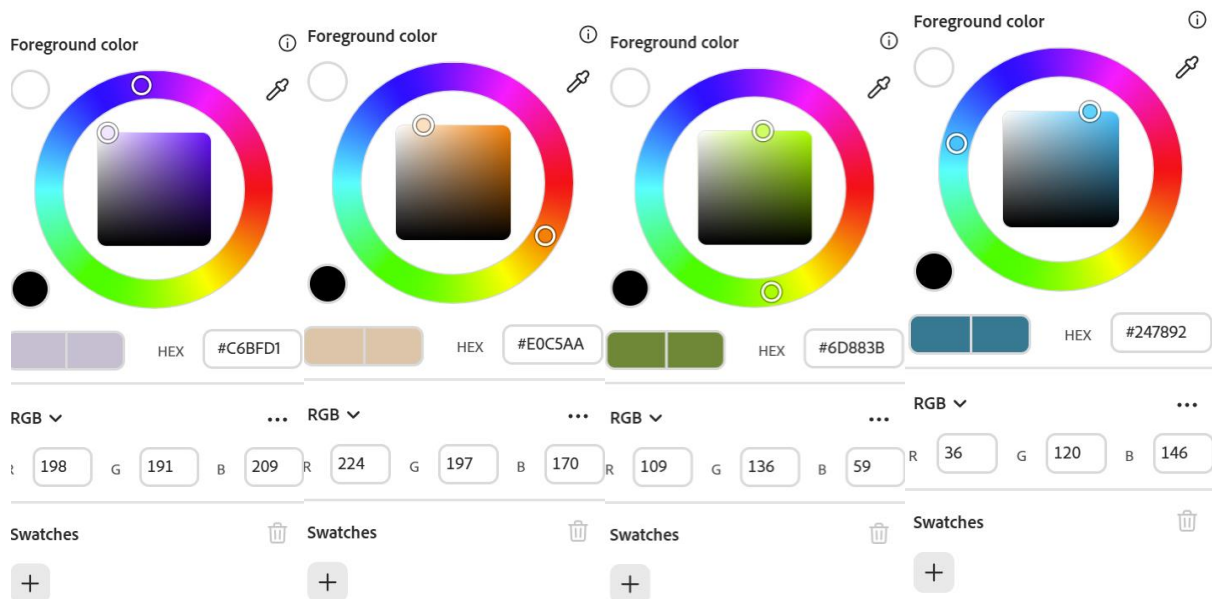
Heading 5: Site Colour Scheme

Part A:



<https://images.pexels.com/photos/8384962/pexels-photo-8384962.jpeg>

Part B and Part C; Site Color Scheme:



The colour palette for Glow Events is inspired by a bright and playful event image featuring face painting and children activities. The selected colours include two dark shades for texts and accents and two lighter shades for backgrounds, creating strong contrast and a fun, energetic look suitable for an event business.

Primary Dark Color: for headings and navigation

Secondary Dark Color: Used for accents and buttons

Light Background Color: for page backgrounds

Accent light color: Highlights and sections