Len's MedWeb Project Theme

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Prepare a Prototype Medical Web Site for: SF Plastic Surgery to serve middle-aged women from ages 50-65
Objective

◆ Prepare a prototype Medical Web site for:
  ◆ SF Bay Plastic Surgery to serve middle-aged women ages 50-65
  ◆ Make the Web site simple yet elegant
  ◆ Provide a straight forward navigation scheme
  ◆ Provide start-up pages for About us, Procedures/Services, Photo Gallery, FAQs
Focus

◆ Emphasis on Facelift, and related procedural services
  ■ Eyes
  ■ Ears
  ■ Nose
◆ Photo gallery of the above procedure/services
◆ Provide clients directions to the medical facilities
Style & Feel

◆ Simple yet elegant
◆ Ease of navigation
◆ Provide a sense of caring professionalism
Theme

- Visual theme to emphasize simplicity & elegance
- Simple Logo
- Color: Limit to two or three
- Typography: One or two fonts
- Layout:
  - Top main navigation
  - Left Tier 2 & 3 navigation
  - Bottom contact information
  - Images in center
  - Text to side or bottom of images