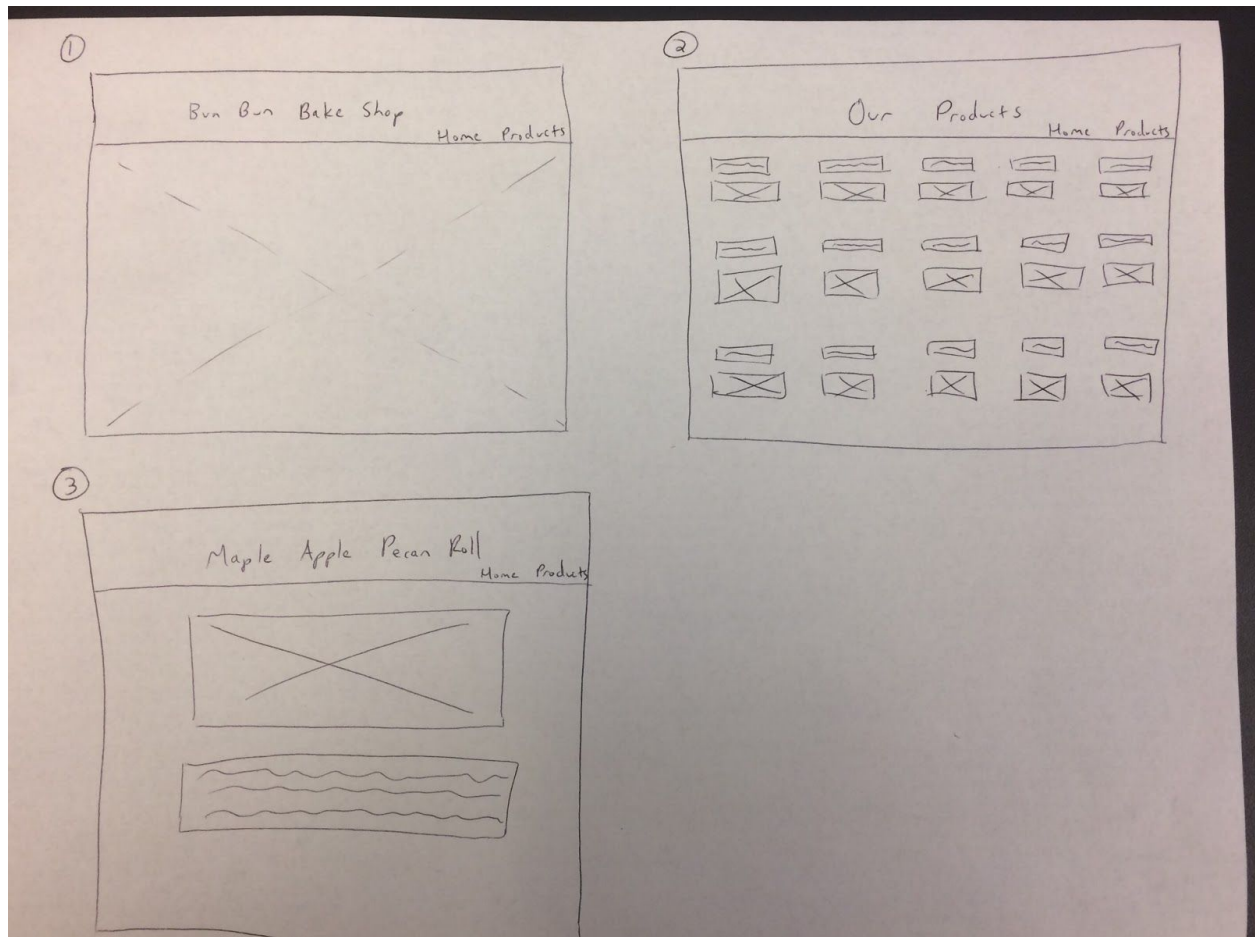# Assignment A3

Low-Fidelity Rough Sketch

High-Fidelity Digital Mockup Showing 3 Required Pages

Our Products

Maple Apple Pecan Roll

View more…

Bacon Roll

View more…

Walnut Roll

View more…

Original (Gluten-free) Roll

View more…

Original (Vegan) Roll

View more…

Original Roll

View more…

Pumpkin Spice Roll

View more…

Caramel Pecan Roll

View more…

Carrot Cake Roll

View more…

Old Fashioned Butter Roll

View more…

Strawberry Rhubarb Roll

View more…

Birthday Cake Roll

View more…

Lemon Lavender Roll

View more…

Cranberry Roll

View more…

Blackberry Roll

View more…

Invision Clickable Prototype:
https://invis.io/97DUOD4TU#/257267957_BunBunBakeShop-pdf_1

Reflection

During this assignment, the major challenge for me was using HTML/CSS to code a website. Coming into this class, I only had a very minor understanding of HTML/CSS, and I was initially very intimidated by the idea of prototyping a website in HTML/CSS. My understanding of HTML/CSS was pretty basic, so I knew how to prototype very basic things, but now I had to reconcile that knowledge with the design ideas I had to make an aesthetically-pleasing site as well. In order to overcome this and to learn HTML/CSS better very quickly for this assignment, I started coding pretty early on, right after the assignment was released, and I also experimented with different built-in functions in CSS to see how they changed the way the site looked in order to better understand HTML/CSS's functionality to manipulate it to look the way I wanted the site to look. Then, I created four additional product pages to make sure I really understood what I was doing, since I believe the repetition in creating pages helped me start to understand and memorize the different functionalities of the language.

For my client, Bun Bun Bake Shop, I tried to think about what the clients of a bakery want to see in the bakery's website. I wanted the website to feel decadent, yet elegant and pretty, so I wanted to focus on berry and cream color hues, since they reminded me of the berry-based products of Bun Bun Bake shop. Therefore, I used a simple but warm color palette of berry and cream for the larger blocks of space and black and cream for the typeface to encourage readability through its contrast. For the typeface, I used Papyrus, a typeface that may seem more elegant and visual than legible. Because of the fact that customers likely would go to Bun Bun Bake Shop's website before visiting the physical shop to see what they might like to order or whether they should visit, I really wanted to emphasize the products themselves and the aesthetic of the business. Therefore, I did not want to distract with copious amounts of text, so I chose a typeface that is legible with short phrases and paragraphs but is primarily visually attractive and whimsical in a way. Lastly, I balanced the visual space much more heavily towards images rather than words to really draw the eye towards the images instead of the words, and even on the product description pages, I wanted the large image to slightly dominate what I considered to be only the most essential text (short product description, price, and ingredients).