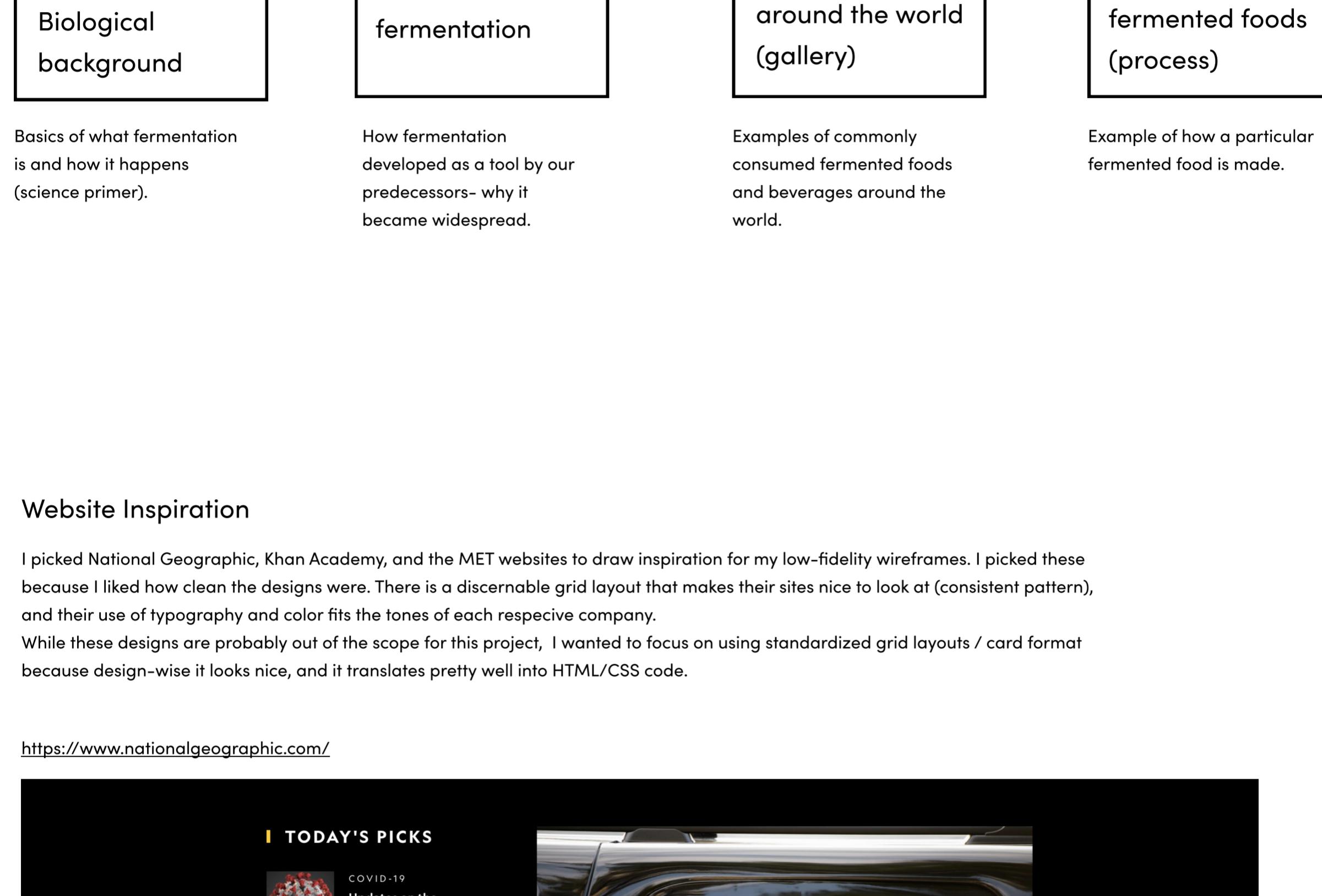


1- In one paragraph or two, explain the vision for your website: what is the website about and why you are interested in creating it?

I want to make an educational site about fermentation and fermented foods. I did a paper on this topic (specifically fermented foods in India) and I thought it was a really fascinating topic. I thought it would be interesting to learn more about fermentation for this project, and try to visualize it through creating an HTML website.

This would probably be an educational site, broken down into sections relevant to fermentation, such as background on the process itself, types of fermented food around the world, examples of a fermented cooking process, and historical examples of fermented foods.

Sitemap

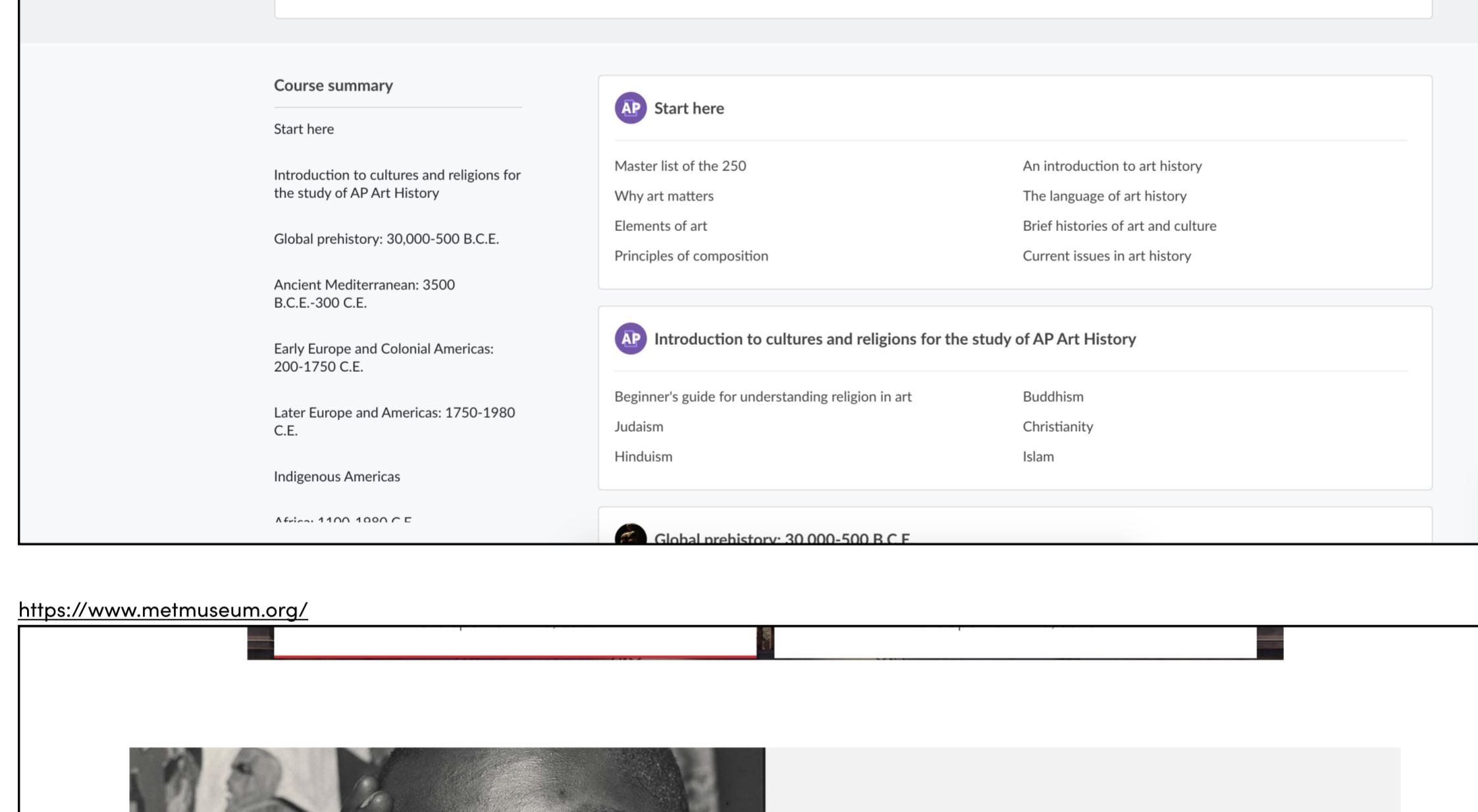


Website Inspiration

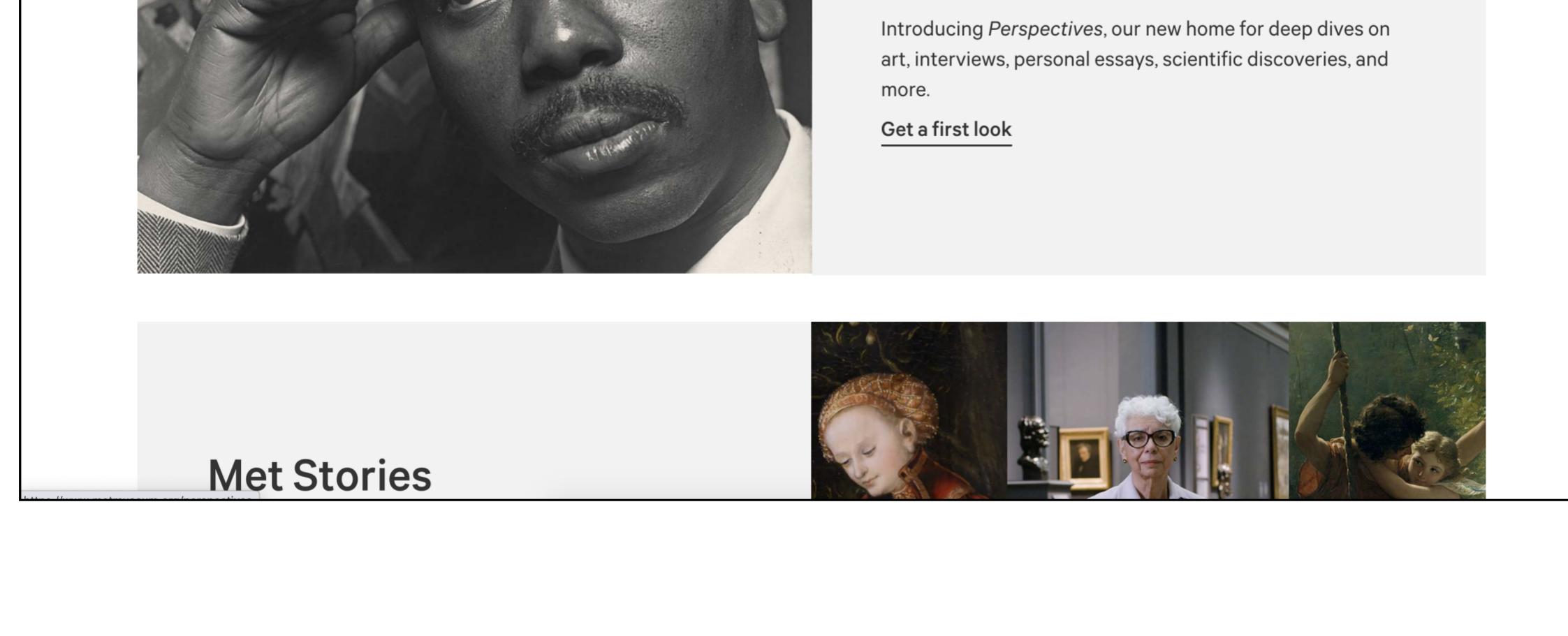
I picked National Geographic, Khan Academy, and the MET websites to draw inspiration for my low-fidelity wireframes. I picked these because I liked how clean the designs were. There is a discernable grid layout that makes their sites nice to look at (consistent pattern), and their use of typography and color fits the tones of each respective company.

While these designs are probably out of the scope for this project, I wanted to focus on using standardized grid layouts / card format because design-wise it looks nice, and it translates pretty well into HTML/CSS code.

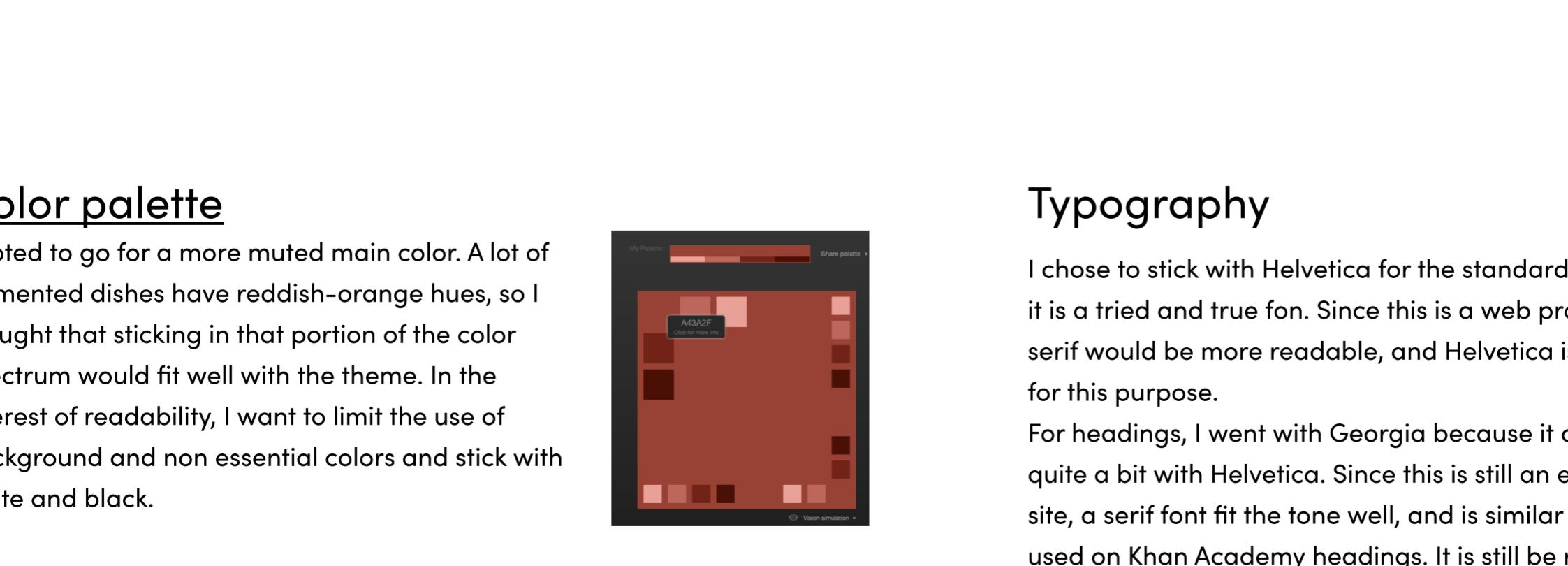
<https://www.nationalgeographic.com/>



<https://www.khanacademy.org/humanities/ap-art-history>

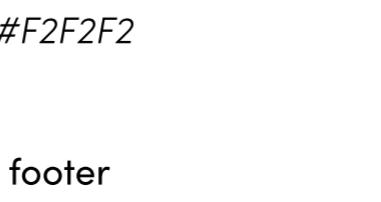


<https://www.metmuseum.org/>



Color palette

I opted to go for a more muted main color. A lot of fermented dishes have reddish-orange hues, so I thought that sticking in that portion of the color spectrum would fit well with the theme. In the interest of readability, I want to limit the use of background and non-essential colors and stick with white and black.



The final color palette is below.

#7C190F #a12506 #f5c894 #F2F2F2

page headings site logo active nav link hover, h2 navigation bkgd footer

Typography

I chose to stick with Helvetica for the standard type because it is a tried and true font. Since this is a web project, sans serif would be more readable, and Helvetica is a clean font for this purpose.

For headings, I went with Georgia because it contrasted quite a bit with Helvetica. Since this is still an educational site, a serif font fits the tone well, and is similar to the font used on Khan Academy headings. It is still be readable because its primary use is for large headings.

Helvetica

Helvetica

Helvetica

Helvetica

Georgia

Georgia

Georgia

Georgia