

Frontend Inspirations

1. NYT Cooking (cooking.nytimes.com)

What I admired and implemented:

- Clean, minimalist design with a focus on typography and whitespace
- Large, high-quality food photography as the central visual element
- Clear information hierarchy with well-defined sections
- Elegant mix of serif (Cheltenham) and sans-serif (Franklin) fonts
- Subtle use of red (#e33d26) as the accent color

Screenshot of inspiration: [I referenced the NYT Cooking recipe detail page showing "One-Pot Beans, Greens and Grains"]

How I Applied These Elements

1. Homepage Design

- Large hero image showcasing food
- Clean, centered layout with generous whitespace
- Simple navigation with prominent "Browse Recipes" call-to-action
- Minimal color palette focusing on typography and imagery

2. Recipe List View

- Grid layout with square recipe cards
- Clean typography for recipe titles
- Subtle hover effects to indicate interactivity
- Focus on food photography
- Minimal text, letting the images speak

3. Recipe Detail View

- Large recipe title using serif typography
- Clear sections for cooking time, difficulty, and ingredients
- Prominent recipe image
- Well-organized meta information
- Clean, readable layout for recipe content

Key Design Elements Maintained Throughout

- **Typography:** Mix of serif for headlines and sans-serif for body text
- **Color Scheme:** Black, white, and gray with red accents
- **Spacing:** Generous whitespace and clear visual hierarchy
- **Images:** Large, high-quality food photography
- **Interactions:** Subtle hover states and clear call-to-actions

Technical Implementation

All templates use pure HTML/CSS for maximum compatibility and performance, while achieving a modern, professional look inspired by one of the web's most respected recipe platforms.

The design successfully captures NYT Cooking's sophisticated, content-first approach while maintaining simplicity and usability.

This screenshot shows the 'Dinner Recipes' section of the NYT Cooking website. At the top, there's a navigation bar with links for 'What to Cook', 'Recipes', 'Ingredients', 'Occasions', and 'About'. A search bar is also present. Below the navigation, a section titled 'FEATURED RECIPE COLLECTIONS' displays four categories: 'Healthy Weeknight Dinners', 'Easy Weeknight Soups for Busy Fall Days', and two others partially visible. Each category has a grid of recipe cards with images, names, authors, ratings, and preparation times. For example, the 'Healthy Weeknight Dinners' section includes recipes like 'Sheet-Pan Herby Roast Chicken With Peas and... Ali Slagle' (45 minutes), 'Vegetable Tortilla Soup Ham Ei-Waylly' (40 minutes), 'Ginger-Scallion Steamed Fish Ali Slagle, Connie Chung' (25 minutes), and 'Roasted Honey Nut Squash and Chickpeas With Hot... Melissa Clark' (1 hour).

This screenshot shows a detailed recipe page for 'One-Pot Beans, Greens and Grains' on the NYT Cooking website. The page features a large, appetizing image of the dish in a pot. To the left, the title 'One-Pot Beans, Greens and Grains' is displayed, along with the author 'By Ali Slagle' and the publication date 'Published Jan. 2, 2025'. Below the title, there's a summary of the meal: 'Many filling, flavorful and flexible meals are within reach with this technique: It produces fluffy grains, just-soft-enough greens and creamy and garlicky beans all in one pot. Customize your mix based on your cravings and your pantry: Use any dark leafy greens and any cooked legumes. Use quinoa, rice or a mix of the two for a variety of textures; for other grains, refer to the cooking instructions on their package and add the greens in the last 5 to 7 minutes. You can infuse the grains with flavor by stirring ground spices or other seasonings into the pot. Add brightness with lemon and garnish wildly — or not at all. This meal can be eaten warm or cold, which means lunchtime grain bowls are now easier to pull off.' On the left side of the main content area, there are tables for 'Total Time', 'Prep Time', 'Cook Time', 'Rating', and 'Notes'. Below these are social sharing icons for 'Save', 'Give', and 'Print'.