

ANESHA PREMRAJ
FINAL PROJECT - DESIGN DOCUMENT
PDF

Ma's Cookbook

Design Philosophy

The design of Ma's Cookbook is simple. We wanted to create a simple, but well put together compilation of recipes that helps our audience cook with ease. The designs are extremely simplistic, think of a homemade recipe book your mom has given to you, this is the feeling we want to go off of. We want the design of this website to make each person feel warm, welcomed and at home, just like a mother's would. Simplism is our main goal and we will achieve that by using simple images, a simple logo, typewriter-like fonts and warm, bold colours.

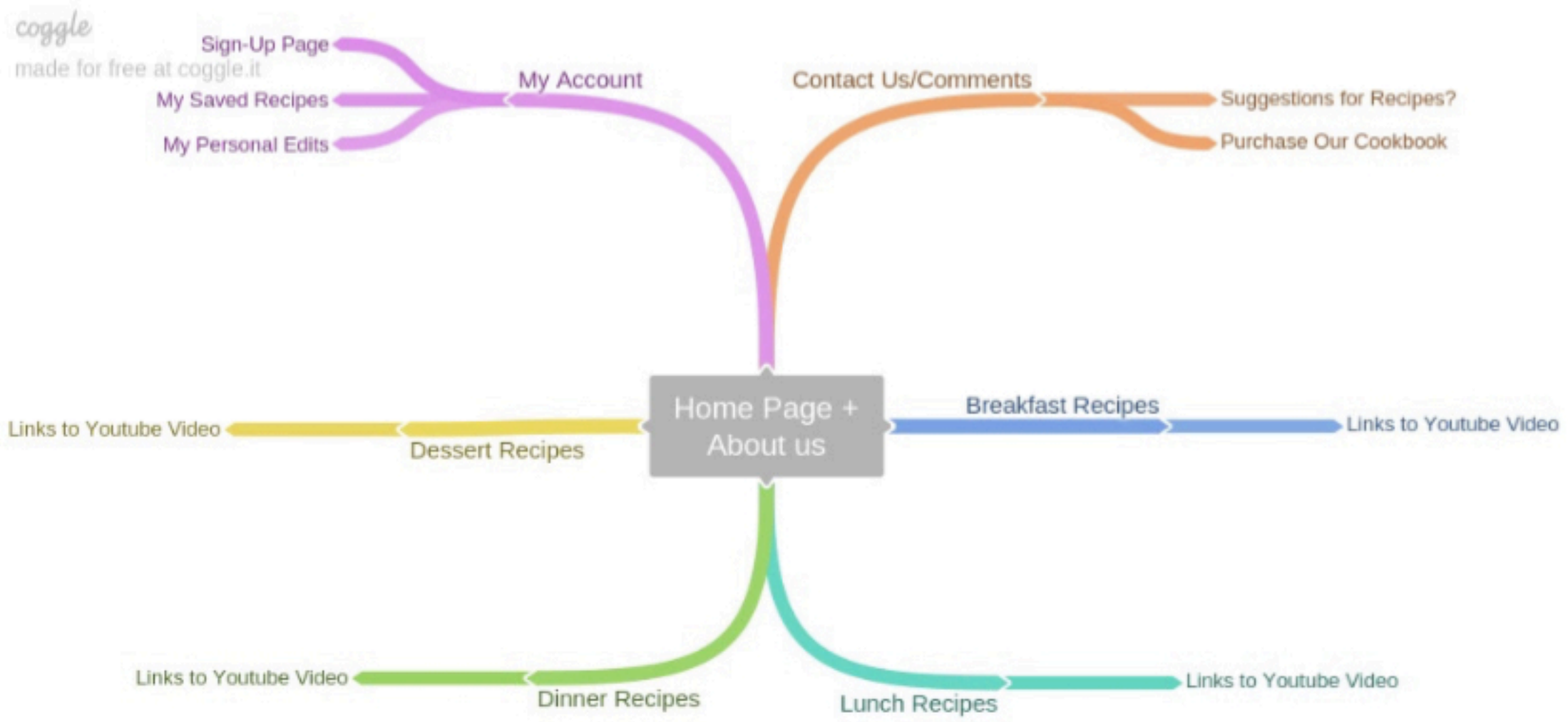
Branding

By using the specific warm colours and old-fashioned typefaces, I will be able to make the audience feel warm and comforted. The target audience would be young adults who are starting to live on their own and are just learning how to cook. The website will be full of recipes that are cheap and easy to make. When researching competition, I noticed that each recipe had a very complicated story ahead of the actual recipe and I found that extremely difficult to find the recipe and ingredients. We want the content of our website extremely simple. There are many website out there with large spiels about recipes that basically say "this recipe is a good one". We did not intend to have any of **this** jargon in our website, instead we wanted an extremely simple and straight forward layout without the unnecessary text. It is not necessarily informal, however it is very straight to the point. Therefore I would like to create a website that is extremely easy to use and find exactly what each person is looking for. I hope to see my brand being extensively used and continuously growing to suit the audience.

Experience

The colour scheme is meant to be simple and welcoming. The plain white background is meant to resemble a cookbook and the simplicity of one. The ingredients stand out because it should be the first thing that catches any chef's eye. The back directions and the bold coloured heading are meant to ensure the simplicity, 'actual cookbook' like style. The typeface we chose is bold but not too overpowering. We used san-serif fonts to keep the theme of simplicity. The bold title of the page is meant to make sure each visitor of the website knows what exactly they're looking at. All the other text is entertaining text to keep the readers attention but is easily readable. It is clear and spacious, but inviting at the same time. We wanted to use a slideshow displaying all the recipes, because in many other sites, there are a ton of pictures that they do not have the recipe for, therefore this will help our recipe website. Furthermore, we have exact images of the foods right about the recipes, we believe this will help our goal because it ensures each person knows what exactly they are in for right before they make it.

Site Structure/Mind Map



LOGO
Height: 100px
Width: 150px

HEADER 80PX

LINK

LINK

40

PX

LINK

LINK

LINK

NAV BAR
Height: 50px

IMAGE SLIDES
Height: 250px
Width: 600px

HEADER2 32PX

PARAGRAPH 20PX

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LOGO
Height: 100px
Width: 150px

HEADER 80PX

LINK

LINK

40

PX

LINK

LINK

LINK

NAV BAR
Height: 50px

HEADER2 32PX

HEADER3 30PX

PARAGRAPH 20PX

IMAGE
Height: 250px
Width: 350px

- 1) Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 2) Fusce ac egestas ex, ac rutrum nisl.
- 3) Nunc eleifend tellus eu neque mattis consequat.
- 4) Duis pellentesque placerat ultrices.
- 5) **Morbi euismod, turpis at rhoncus** facilisis, metus leo fermentum diam, eu dignissim metus arcu sed diam.
- 6) Nunc sollicitudin, mauris nec feugiat vulputate, ipsum mi condimentum purus, id placerat felis lectus sit amet lorem.
- 7) Donec posuere odio quam, sit amet maximus tortor molestie sed.

PARAGRAPH 20PX

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LOGO
Height: 100px
Width: 150px

HEADER 80PX

LINK

LINK

40

PX

LINK

LINK

LINK

NAV BAR
Height: 50px

HEADER2 32PX

BOX WIDTH: 750PX

HEADER3 30PX

PARAGRAPH 20PX

1) Lorem ipsum dolor sit amet, consectetur adipiscing elit.

2) Fusce ac egestas ex, ac rutrum nisl.

3) Nunc eleifend tellus eu neque mattis consequat.

4) Duis pellentesque placerat ultrices.

5) Morbi euismod, turpis at rhoncus facilisis, metus leo fermentum diam, eu dignissim metus arcu sed diam.

6) Nunc sollicitudin, mauris nec feugiat vulputate, ipsum mi condimentum purus, id placerat felis lectus sit amet lorem.

Header Box Height 100px

LOGO
Height: 70px
Width: 100px

HEADER 64PX

NAV BUTTON
Height: 25px
Width: 30px

IMAGE SLIDES
Height: 150px

HEADER2 26PX

PARAGRAPH 18PX

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ac egestas ex, ac rutrum nisl. Nunc eleifend tellus eu neque mattis consequat. Duis pellentesque placerat ultrices. Morbi euismod, turpis at rhoncus facilisis, metus leo fermentum diam, eu dignissim metus arcu sed diam. Nunc sollicitudin, mauris nec feugiat vulputate, ipsum mi condimentum purus, id placerat felis lectus sit amet lorem. Donec posuere odio quam, sit amet maximus tortor molestie sed. Curabitur sapien odio, bibendum eu tortor ac, vestibulum mattis ante. Vestibulum sed justo id elit convallis pulvinar. Nunc a leo a nisl pharetra eleifend eget sit amet lectus. Integer scelerisque urna consequat urna dignissim pellentesque. Maecenas leo urna, sodales vel nunc non, rutrum congue dolor.

FOOTER Height: 20px



MA'S COOKBOOK



Home

Breakfast

Lunch

Dinner

Dessert



MA'S COOKBOOK



Sign-Up for our Newsletter!

Complete this e-form:

PARAGRAPH 20PX

1) Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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6) Nunc sollicitudin, mauris nec feugiat vulputate, ipsum mi condimentum purus, id placerat felis lectus sit amet lorem.



MA'S COOKBOOK

Home Breakfast Lunch Dinner Dessert



GREETINGS!

Welcome to Ma's Cookbook! Here you will find a variety of cuisines, ranging from cultures all around the world. We are your helpers, Anesha and Meera, and we will guide you through and teach you how to be an expert in the kitchen. This online cookbook was inspired by our love for cooking and, of course, food!

ABOUT US!

We met in our exciting years at the University of Guelph-Humber. Being in the Media Studies program, both of us saw each other around but stayed acquaintances until our third year, when we specialized into the Digital Communications field. Having smaller classes due to the specialization, as destiny would have it, we finally became better friends, and after a lot of planning came the start of this website!



MA'S COOKBOOK

Home

Breakfast

Lunch

Dinner

Dessert



Servings: 8 (1 Burrito)

Time: 17 minutes

INGREDIENTS

15-ounce can black beans, drained

2 tsp fresh lime juice

Cooking spray

6 large eggs, lightly beaten

8 (8-inch) corn tortillas

1 cup salsa

2 oz. crumbled Cotija cheese (about 1/2 cup)

Lime wedges (optional)

DIRECTIONS

Place beans and lime juice in a small bowl; mash with the back of a spoon until almost smooth.

Heat a large skillet over medium-high heat. Coat pan with cooking spray. Add eggs to pan. Cook, without stirring, until mixture sets on bottom. Draw a spatula across bottom of pan to form curds. Continue cooking, stirring occasionally, until egg is thickened but still moist. Remove from pan immediately.

Heat skillet over medium heat. Coat pan with cooking spray. Add 1 tortilla to pan. Heat 20 seconds on each side or just until soft. Remove from pan, and keep warm. Repeat procedure with remaining tortillas.



MA'S COOKBOOK

Home Breakfast Lunch Dinner Dessert

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Complete this e-form:

PARAGRAPH 20PX

1) Lorem ipsum dolor sit amet, consectetur adipiscing elit.

2) Fusce ac egestas ex, ac rutrum nisl.

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6) Nunc sollicitudin, mauris nec feugiat vulputate, ipsum mi condimentum purus, id placerat felis lectus sit amet lorem.



MA'S COOKBOOK



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MA'S COOKBOOK



Home

Breakfast

Lunch

Dinner

Dessert



MA'S COOKBOOK



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PARAGRAPH 20PX

1) Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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4) Duis pellentesque placerat ultrices.

5) Morbi euismod, turpis at rhoncus facilisis, metus leo fermentum diam, eu dignissim metus arcu sed diam.

6) Nunc sollicitudin, mauris nec feugiat vulputate, ipsum mi condimentum purus, id placerat felis lectus sit amet lorem.



MA'S COOKBOOK

DINNER



Slow Cooker Butter Chickpeas



Prep Time: 15min

Cook: 4hours

Servings: 4-6

Needed: Slow Cooker

INGREDIENTS

1 package firm tofu (12 oz.)

Components

On the home page there will be a slideshow of images of the recipes that we will be using, every 3 seconds the image will change into another. That is what the arrows on the website is signifying. Also on the mobile site, because the navigation bar may be difficult to click on when shrunk down, there will be a “hamburger” menu that will drop down and show the mobile navigation bar screen, displayed as the second mobile layout. Then when you click on the “X” button when in the mobile navigation menu, the menu will exit and go back to the previous screen you were on before clicking the menu.

TYPOGRAPHY

MA'S COOKBOOK

HEADER FONT

BUNGEE, OPEN SANS

FONT SIZE 80PX, 64PX, 32PX, 26PX, 21PX

HEAVY WEIGHT, MONO-SPACING

BREAKFAST LUNCH DINNER

Nav Bar Links

Lato, Open-Sans

Font size 40px, 18px

Normal Weight, Narrow Spacing

PARAGRAPHS

Paragraphs

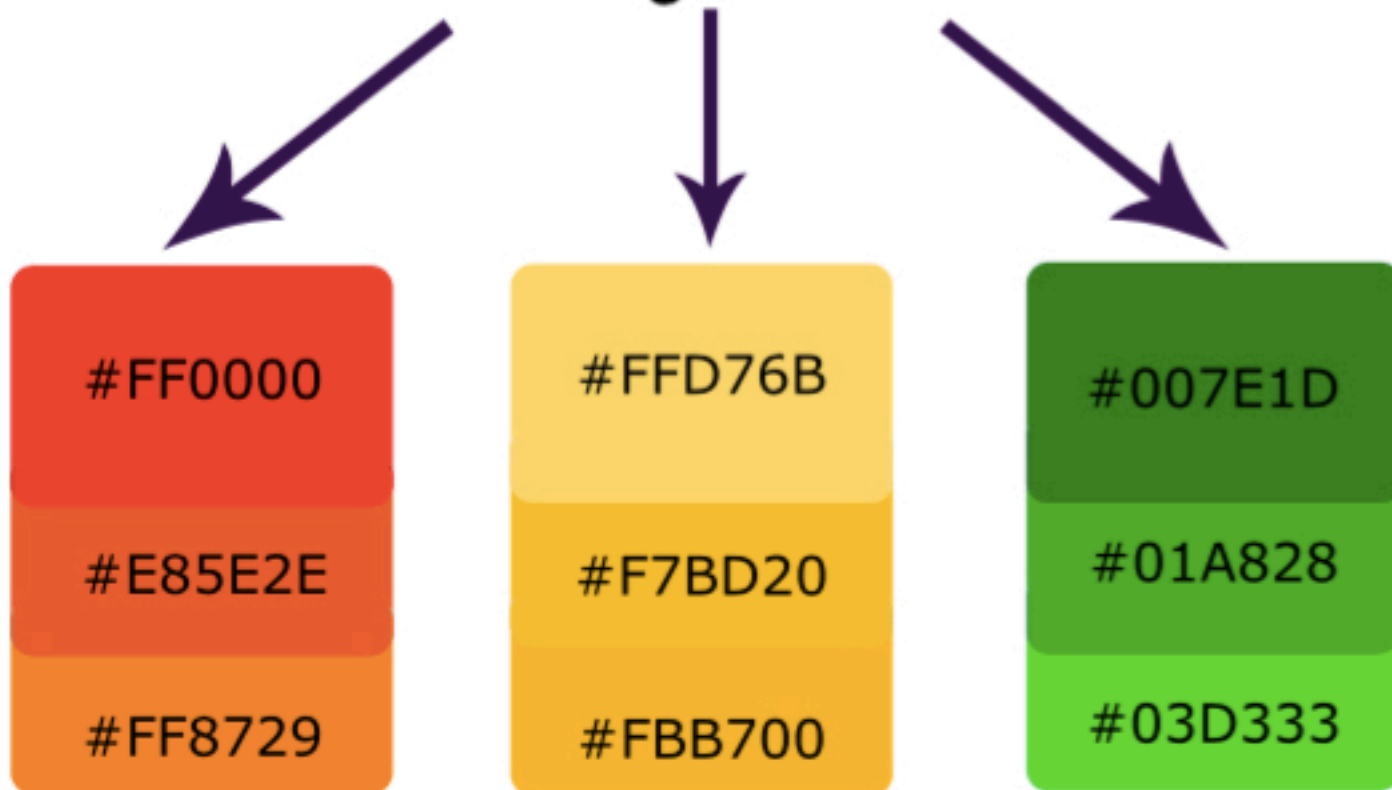
American Typewriter, Serif

Font size 20px, 18px

Normal Weight, Narrow Spacing

Colour Palette

Primary Colours



Secondary Colours

Colour Palette Pt.2

| | | |
|-------------------------------|-------------------------------|-------------------------------|
| #F9C79F rgb(249, 199, 159) | #F6D7A0 rgb(246, 215, 160) | #F5C8A7 rgb(245, 200, 167) |
| #F7C6A6 rgb(247, 198, 166) | #F8C471 rgb(248, 196, 113) | #F8B27A rgb(248, 178, 126) |
| #F4C03F rgb(244, 192, 63) | #F5B041 rgb(245, 176, 65) | #E6984E rgb(230, 152, 78) |
| #F1C40F rgb(241, 196, 15) | #F39C12 rgb(243, 156, 18) | #E67E22 rgb(230, 126, 34) |
| #E4A030 rgb(228, 160, 48) | #D68910 rgb(214, 137, 16) | #C6601E rgb(198, 96, 30) |
| #B7930B rgb(183, 148, 11) | #B0770E rgb(176, 119, 14) | #A0501A rgb(160, 80, 26) |
| #9A703A rgb(154, 112, 58) | #90640C rgb(144, 100, 12) | #935116 rgb(147, 81, 22) |
| #7B6608 rgb(123, 102, 8) | #7C5109 rgb(124, 81, 9) | #7B4212 rgb(123, 66, 18) |

| | | |
|-------------------------------|-------------------------------|-------------------------------|
| #F6D7A0 rgb(246, 215, 160) | #F5C8A7 rgb(245, 200, 167) | #E6B099 rgb(230, 176, 153) |
| #F8C471 rgb(248, 196, 113) | #F8B27A rgb(248, 178, 126) | #E59866 rgb(229, 152, 102) |
| #F5B041 rgb(245, 176, 65) | #E6984E rgb(230, 152, 78) | #D67633 rgb(214, 118, 51) |
| #F39C12 rgb(243, 156, 18) | #E67E22 rgb(230, 126, 34) | #C35400 rgb(195, 84, 0) |
| #D68910 rgb(214, 137, 16) | #C6601E rgb(198, 96, 30) | #B04A00 rgb(176, 74, 0) |
| #B7770E rgb(183, 119, 14) | #A0501A rgb(160, 80, 26) | #804000 rgb(128, 64, 0) |
| #90640C rgb(144, 100, 12) | #935116 rgb(147, 81, 22) | #734000 rgb(115, 64, 0) |
| #7C5109 rgb(124, 81, 9) | #7B4212 rgb(123, 66, 18) | #5C3D00 rgb(92, 61, 0) |

| | | |
|-------------------------------|-------------------------------|-------------------------------|
| #A2D9CE rgb(162, 217, 206) | #A0D9E1 rgb(160, 217, 225) | #A0E0C6 rgb(160, 224, 198) |
| #73C956 rgb(115, 201, 86) | #73C9A0 rgb(115, 201, 160) | #52D9A0 rgb(82, 217, 160) |
| #43B094 rgb(67, 176, 148) | #52B080 rgb(82, 176, 128) | #5AB06D rgb(90, 176, 109) |
| #16A085 rgb(22, 160, 133) | #27A060 rgb(39, 160, 96) | #2A9C71 rgb(42, 156, 113) |
| #13A075 rgb(19, 160, 117) | #229954 rgb(34, 156, 84) | #209463 rgb(32, 148, 99) |
| #117A65 rgb(17, 122, 101) | #10B449 rgb(16, 180, 73) | #229956 rgb(34, 156, 86) |
| #066655 rgb(6, 102, 85) | #19A051 rgb(25, 160, 81) | #10B348 rgb(16, 176, 72) |
| #0B5A55 rgb(11, 90, 85) | #14A032 rgb(20, 160, 50) | #10B03B rgb(16, 176, 59) |