

subject

The history of cake.

rationale

I love cake. Cake is the best. I have always wanted to do some sort of project that involves animating food, and have never studied the history of any food before, so this will earn me a deeper appreciation for one of my already favorite things in existence. I consider food to be a gateway into culture and getting to know people, and making and sharing food with others can be incredibly meaningful. I picked cake out of all the available foods because sweets are my favorite food group, cakes are aesthetically pleasing, and they have a long history. Cake is so old! It is as old as some of our oldest civilizations, dating back to Ancient Greek and Roman times. Basically I had an immediate visceral attachment to the subject, and decided instantaneously that this would be the project.

focus

I plan to have one main animation of a single cake, that changes and transforms over time. As the user scrolls down, the image of the cake changes as history marches forward and as different countries around the world make their contributions. Text elements that provide more information will appear in a sidebar. Perhaps I will have a timeline at the very bottom allowing one to scrub through time from its invention to the present to see what cake looked like over different time periods.

strategy

I will probably (figure out how to) have a single video and a Javascript function that scrubs through its frames as the user scrolls down. I don't know anything about parallax scrolling and have a lot of research to do. As for aesthetics I'm thinking very clean digital paintings with colored lines and minimal shading (not sure yet how I'm going to handle the transitions... whether I'm going to heavily distort the cake or have stuff fade in and out or have things drawn/erased... I will think about that later), a pastel color palette, and better-chosen fonts than my last website.

