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A3 Reflection

1. What challenges or bugs you encountered and how did you overcome the challenges?

The main challenge I had was figuring out the grid system. I really wanted to implement this so that the design would feel more structured. I looked up tutorials online to figure out how to do this. I chose a 12-column grid because I thought it would give me flexibility since images were a very important part of the design. This was nice because it allowed me to create a compound-grid structure, where sometimes I broke up the page into 2, 3, and/or 4 sections. I also struggled a lot with syntax since I’m new to HTML and CSS, so I googled a lot of examples when I got stuck.

1. How is the brand identity of your client reflected through your design choices? What kind of look and feel did you design for them and why?

I chose the font Rubik because it is very friendly, and as Bun Bun Bake Shop is a local (and family-owned according to the copy I wrote) store, I wanted it to feel approachable. I used a dark brown because I thought it would complement the brown tones of the cinnamon rolls since that is the store’s main specialty. I also used images of the store and the owner to personify it. On the product browsing page, I wanted it to feel hip and fun, so I explored using color changes in icing to differentiate the products easily for the user.