

I have been struggling with the formatting of the whole web page the most. I was not familiar with the way html and css format a page, and it was difficult for me to imagine where those divs would show up in the website. Moreover, there was no one to one mapping between the page and the code, and everything was organized in parent-child hierarchies so I wasn't sure how would I arrange elements such as putting them side by side, etc. In order to tackle this challenge, I studied many bakery websites and tried to figure out the logic behind their formatting. I used the inspect tool in Google Chrome and analyzed the html code of these websites. I realized that to create a dynamic website, the divs are structured as rows and columns, but not just "mainPageText" or "productPageNav". By creating a grid like this, it would be easier to place elements into this structure and made it easier to visualize where these elements would end up to be. After this analysis, I started to have a deeper grasp of how to format a website using html. My main page was structured purely by hard coding the margin and padding for each of my elements. After conducting an analysis on other website, I started structuring my other pages with a header row with columns beneath it. In this way, I improved my thinking and coding approach by standardizing the formatting method, reducing workload such as setting margins and paddings for everything, and helping myself better visualize the structure of the page I was building.

My client is Bun Bun Bake Shop, a local bakery that specializes on cinnamon rolls. The brand identity I chose to adopt is the feeling of "homemade food", "the familiar bakery next door", "warm and fuzzy", and "appetizing". With these keywords in mind, I chose a color palette that consists of warm colors of low saturation, and a contrasting turquoise color as my text/emphasis color. I also used the menlo typeface to create a feeling of "classic, simple, and cute", because I want to brand the bakery to be a family-friendly place where local kids will always visit after school. I also added rounded border for all the customization buttons, in order to create a style that is playful and amicable.