

# YALLINGUP WOODFIRED BREAD

## Unit 5 Project Step 1

### **Who will visit your site? Potential employers? New clients or customers?**

Yallingup Woodfired Bread is a bread bakery situated in the bush of a tourist town. Locals, tourists and travellers will be the main audience of the bakery.

### **What can make you and/or your product stand out against your competitors?**

Yallingup Woodfired bread is baked every night and freshly available at their property in the morning.

They also deliver to various stores in the town and bake bread for restaurants daily.

The bread is mostly made by hand only using a old fashioned machine to carefully mix the dough. It is the only woodfired bread bakery in the area and is loved by locals, tourists and food lovers from all over globe.

When you visit the bakery to buy your bread there is a honesty box. You place your money in the box and take your bread with you... warm and fresh.

### **How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?**

The bakery is family run, organic and friendly. Digitally it needs to portray this feeling with earthy tones and friendly typefaces.

### **What colours represent you or your product?**

Earthy tones. The logo is a red fire flame. The rest of the site needs to complement the logo.

### **What images illustrate your message?**

Please see images to the right.

## Unit 5 Project Step 2

### **Define Site Structure**

Overall the site just needs to be clean simple. Most people visiting the site will want to know about the bread and where they are. If we deliver this simply, we're winning.

### **What are the three-to-five pages titled?**

Homepage, About, Our Bread, Contact

### **What will be the purpose for each? What should each page contain? Will there be textual content? Or just images?**

#### Homepage

- Clean simple and enticing.
- Logo, Navigation, Large image or banner image.
- Title "Organic, rustic, woodfired, truly artisan bread."

#### About us

- Title, Navigation & Footer.
- If your feeling adventurous there is a video online you could try add and make look nice.

<https://www.youtube.com/watch?v=b5Pn4vZ6Chs>

Otherwise a clean paragraph of text with lots of white space around it and an image. Follow the text with a link that takes you to the Our Bread page.

#### Our Bread

- Title, Navigation & Footer
- 3 images of the different types of bread with a paragraph of text with each. Titles of Bread will be "The Wave" "Rye Loaf" and Fruit Loaf.
- Follow the content with a link to the Contact us page.

#### Contact Us

- Title, Navigation & Footer, Contact information and Map - (if you feeling adventurous)

7 McLachlan Rd, Quindalup WA 6281

