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Final Write-up

With my color scheme, I wanted to preserve the original website’s aesthetic, and the most “donut”-y colors I could think of were pink, yellow, and blue; I also wanted to keep the old newspaper look of the mascot on the home page, so I used a grayscale banner, near-black text, and a white background. Because part of the appeal of KingPin is its old reputation in Berkeley, I made the banner a collage of vintage Berkeley photographs. For the food photos, I kept in mind that stock photos can look inauthentic, so I used only photos KingPin customers had posted on Yelp. I designed and drew the logo myself.

I used only 3 fonts: one for the logo, one for headings/larger text, and one for paragraph text. I tried to keep the font size variety to a minimum and used letter spacing to make some of the headings stand out. While the navbar font is smaller, its white color and dark background create contrast for the navbar buttons to stand out.

I added generous space around the main content of the page, so the wide banner and centered logo, followed by the content, leads your eye down the middle of the page. I added drop shadows to anything on top of a white background to give the look of paper and used serif fonts (following the newspaper theme). Each menu item is grouped into a menu section using spacing, and the menu is designed somewhat like a real printed restaurant menu.

I also removed some content on the original home page; all the donut images are more suitable for the menu, the Facebook link I replaced with social media icons, and I removed the phone number because it’s more suited for the Find Us page.

Finally, I added animations that make it so upon opening the site, colored images/text outside of the banner fade from greyscale to color, gave some elements hover effects, and gave the pointer cursor hover effect to clickable elements.

Image sources

Food: <https://www.yelp.com/biz_photos/king-pin-donuts-berkeley>

Banner photos: <https://oac.cdlib.org/search?group=Items&style=oac4&relation=ark%3A%2F13030%2Fkt500023rn&page=1>