

Write-up

My overall design goal was to emulate a fun graphic-design based website for food so that customers would feel happy and excited to browse the menu. Taking inspiration from the original Kingpin Donut, they had a heavy use of pink which was very bright and “in-you-face”. Instead, I went for a pastel blue which was a lot calmer and would highlight the important features on the page, like text in dark grey. As well, I chose other pastel colors to contrast with the most important website features.

I also chose to use big fonts and logos for landing pages as they are concise, but get the point across. There is lots of spacing between text items to allow for breathability as the user is browsing. I stuck with three main fonts. The most important font for the kingpin logo and other major titles was a fun, bold, bubble letter for emphasis. And other secondary information for navigation was in a curly, home-y type text which invokes a sense of fun, but also legitimacy for the donuts. And finally, I chose a neutral, thin text for any menu items as it is smaller text and is meant to be less attention grabbing. I also tried to use as much white-space as possible so that the user's focus is only on the food options. Finally, I chose to use less images than the original website as it was overwhelming to take in. My design change was having less and more systematic image placement.

Images Cited

<https://www.delish.com/cooking/recipe-ideas/a24788319/how-to-make-donuts-at-home/>

<https://www.vexels.com/png-svg/preview/146848/chocolate-doughnut-with-sprinkles>

<https://www.crunchycreamysweet.com/glazed-chocolate-donuts-recipe/>

<https://sallysbakingaddiction.com/pink-party-donuts/>

**Coffee icon from canva illustration

<http://clipart-library.com/free/donuts-transparent-background.html>

https://www.facebook.com/Fili-Narachka-na-mekici-l-krofni-110006813766835/?ref=py_c

<https://www.cnn.com/2017/09/29/health/coffee-healthy-food-drayer/index.html>

<https://www.inc.com/geoffrey-james/21-best-quotes-about-coffee.html>

<https://www.forbes.com/sites/curtissilver/2019/10/03/the-best-espresso-machines-under-200/>

<https://www.usa.philips.com/c-e/ho/philips-chef/recipe-overview-page/drinks-ice-creams/mocha-frappe.html>

<https://www.pinterest.com/pin/737605245204536595/>

https://www.flaticon.com/free-icon/instagram-logo_87390

https://www.pngkey.com/detail/u2q8q8o0y3w7r5q8_samsung-galaxy-logo-computer-icons-andr-oid-mobile-phone/