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Woodbury University

Project Process Book

Laurel Fosnight, Spring 2016

> Web Design I

Website Redesign | Aroma Coffee & Tea Co.

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Exercise 1 | Basic HTML Coding

Our first exercise we were asked to code the basic frame of a website. We were allowed to choose whatever topic we wanted to talk about and just needed to pull the information from online to add to our code.

> Exercise 1

Overview

A number of peace symbols have been used many ways in various cultures and contexts. The dove and olive branch was used symbolically by early Christians and then eventually became a popularized by Pablo Picasso after World War 2. In the 1950s the "peace sign", as it is known today, was designed as the logo for the British Campaign for Nuclear Disarmament[1] and adopted by counterculture activists in the United States and elsewhere. The V hand signal and the peace flag also became international peace symbols.

Types of Peace Signs

- [The Olive Branch](#)

- [Classical Antiquity](#)
 - [Later Representations](#)

- [The Dove and Olive Branch](#)

- [Christianity](#)
 - [Secular Representations](#)

- [Broken Rifle](#)

- [The White Poppy](#)

- [Roerich's Peace Banner](#)

- [The Peace Symbol](#)

Sign up for our [newsletter](#) to receive information about products!

Information found on [Wikipedia](#)

Column 1 Column 2 Column 3 Column 4
Row One Column 1 Column 2 Column 3 Column 4
Row Two Column 1 Column 2 Column 3 Column 4
Row Three Column 1 Column 2 Column 3 Column 4

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Exercise 3 | Basic HTML Coding

Exercise 3 was focused on creating forms for submission of information. In our form we were required to have text inputs, radio buttons, selectors, checkboxes and a confirmation page that was linked to the submit button.

> Exercise 3

Peace Signs

Go [home](#) to read more!

Sign up for our newsletter to receive information on products!

Personal Information:

First name:

Last name:

Email address:

Password:

Male Female

Select the following genres you want to receive information from:

The Olive Branch
 Dove and Olive Branch
 Broken Rife
 The White Poppy
 Roerich's Peach Banner
 The Peace Symbol

Address Information:

Address Name: (i.e. work, home, ect.)

First Name:

Last Name:

Address 1:

Address 2/Apt #:

City:

State:

Zip Code:

Phone:

Exercise 4 | Basic HTML Coding

In exercise 4 we began to add some styling to our code. This was all created in the HTML file. We were asked to add color, play with typography, and also use floats in our coding through the use of div's.

> Exercise 4

Peace Symbols

Thanks!

Thank you for submitting your information! Look out for our email.

Click [here](#) to go back to the homepage

Peace Symbols

Overview

A number of peace symbols have been used in many ways in various cultures and contexts. The dove and olive branch symbol is one of the most common and recognizable because it became the official symbol of the United Nations [1]. The dove and olive branch was popularized by Pablo Picasso after World War 2. In the 1950s the "yin/yang" sign, as it is known today, was designed as the logo for the British Campaign for Nuclear Disarmament [2] and adopted by anti-war and counterculture movements around the world and elsewhere. The V hand signal and the peace flag are also international peace symbols.

[Sign up for our newsletter to receive information about products!](#)

The Olive Branch

Classical Antiquity

The use of the olive branch as a symbol of peace in Western civilization dates at least to the 5th century BC. The olive tree represented plenty, but the ancient Greeks believed that it was also a symbol of peace and victory. The branches of the attributes of Eirene, [3] goddess of peace (whom the Romans called Pax), were olive branches. The Old Royal Naval College, Greenwich, contains a relief of the Roman goddess Pax holding a cornucopia and an olive branch. The reverse of a terracotta of Vespaion from Aspendos, Turkey, shows the goddess Pax holding a cornucopia and an olive branch. The V hand signal was first published in an engraving of Peace descending on a cloud from the 1st century BC. A Charles I gold coin of 1644 shows the monarch with sword and olive branch [4]. Throughout the 18th century, the olive branch was a symbol of peace and victory. The Old Royal Naval College, Greenwich, contains a relief of the Roman goddess Pax holding a cornucopia and an olive branch. The reverse of a terracotta of Vespaion from Aspendos, Turkey, shows the goddess Pax holding a cornucopia and an olive branch. The V hand signal was first published in an engraving of Peace descending on a cloud from the 1st century BC. A Charles I gold coin of 1644 shows the monarch with sword and olive branch [4]. Throughout the 18th century, the olive branch was a symbol of peace and victory.

Later Representations

Post of the 19th century associated the olive branch with peace [5]. A Charles I gold coin of 1644 shows the monarch with sword and olive branch [6]. Throughout the 18th century, the olive branch was a symbol of peace and victory. The Old Royal Naval College, Greenwich, contains a relief of the Roman goddess Pax holding a cornucopia and an olive branch. The reverse of a terracotta of Vespaion from Aspendos, Turkey, shows the goddess Pax holding a cornucopia and an olive branch. The V hand signal was first published in an engraving of Peace descending on a cloud from the 1st century BC. A Charles I gold coin of 1644 shows the monarch with sword and olive branch [7]. Throughout the 18th century, the olive branch was a symbol of peace and victory.

[Go home to read more!](#)



Peace Signs

Thanks!

Thank you for submitting your information! Look out for our email.

Click [here](#) to go back to the homepage

Peace Signs

Sign up for our newsletter to receive information on products!

Personal Information:

First Name:

Last Name:

Email address:

Password:

Male Female

Select the following genres you want to receive information from:

The Olive Branch
 Dove and Olive Branch
 Broken Rife
 The White Poppy
 Roerich's Peach Banner
 The Peace Symbol

Address Information:

Address Name: (i.e. work, home, ect.)

First Name:

Last Name:

Address 1:

Address 2/Apt #:

City:

State:

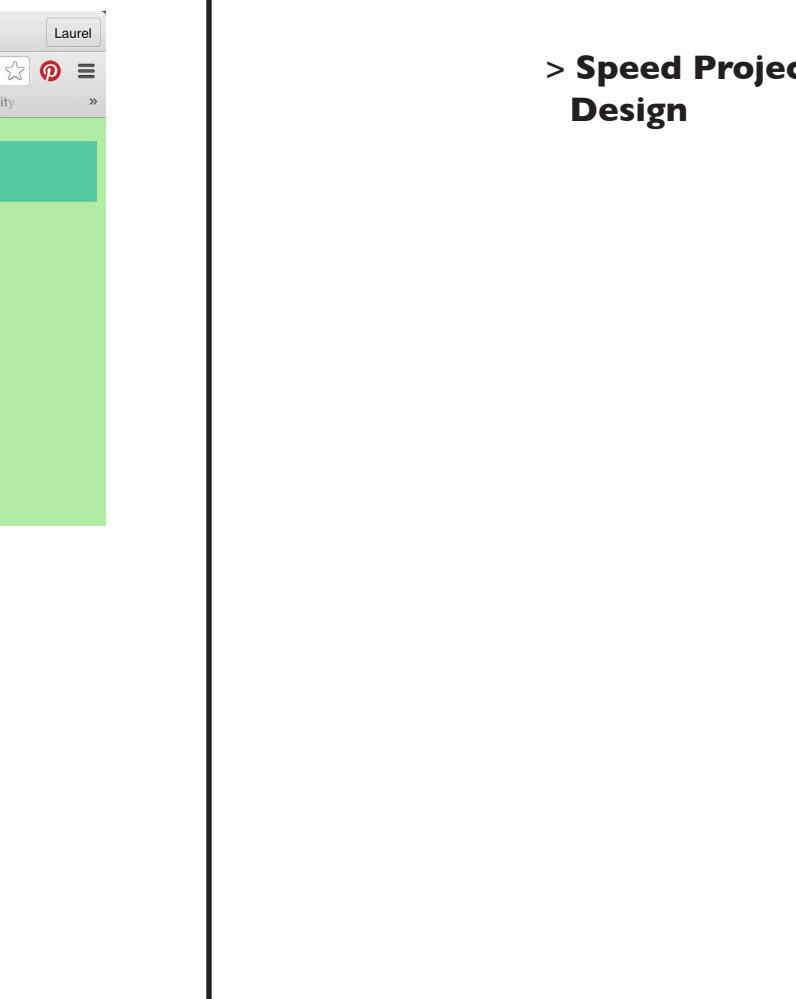
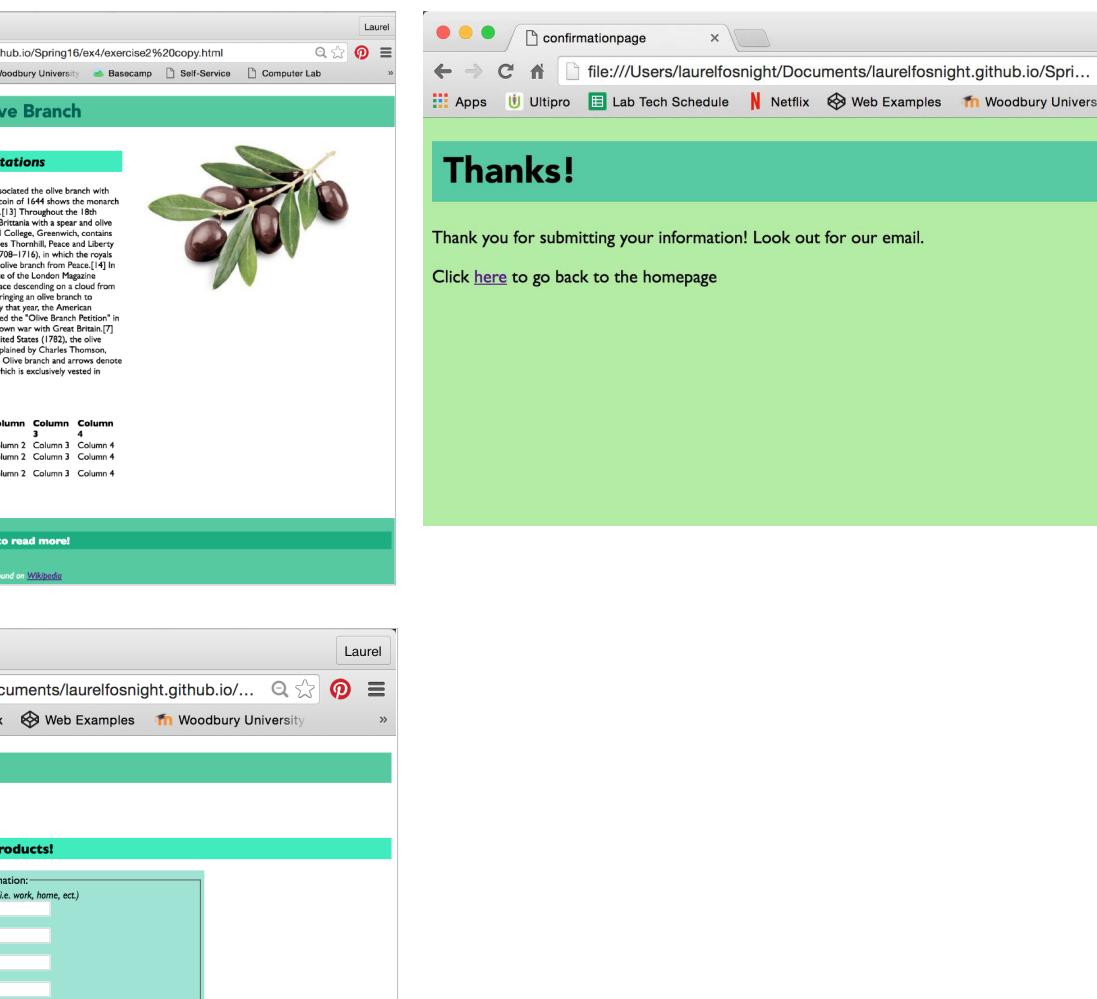
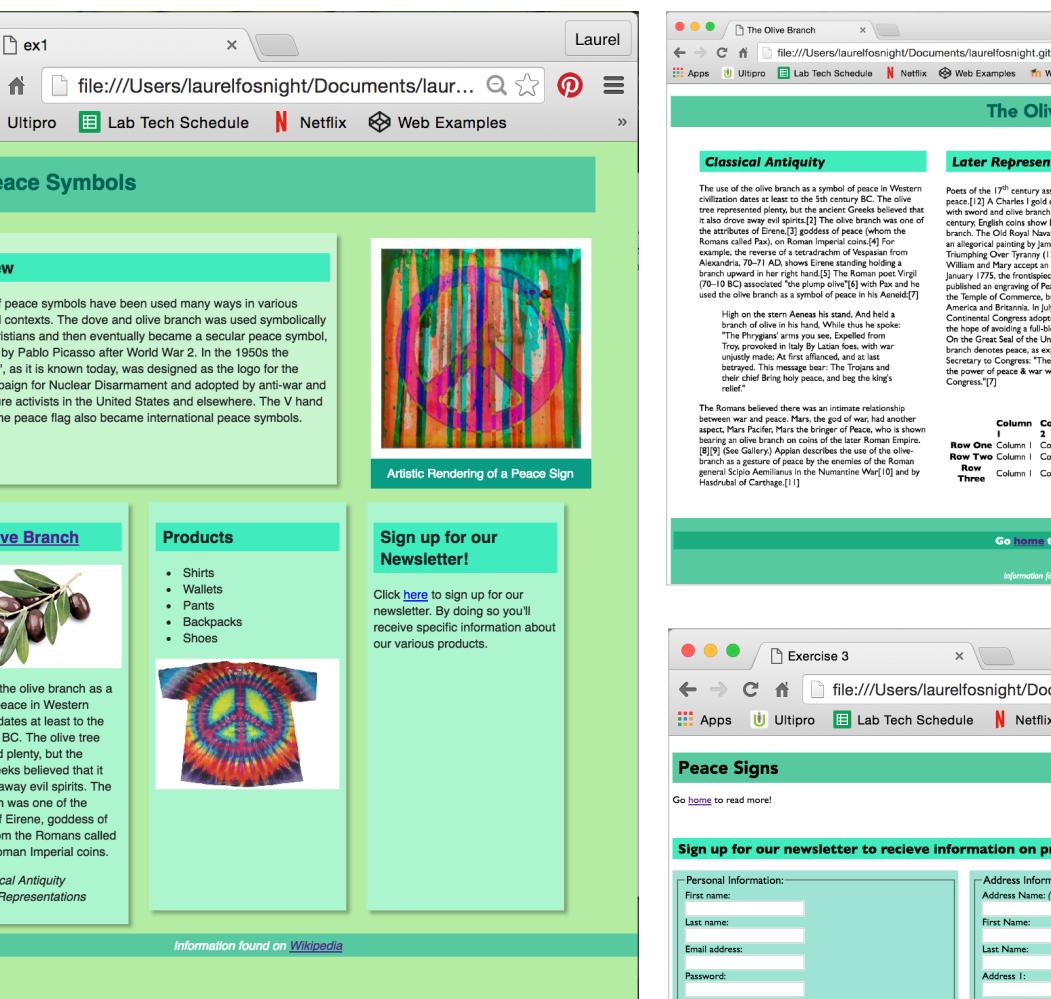
Zip Code:

Phone:

Exercise 5 | Basic HTML & CSS Coding

In Exercise 5 we began to add CSS to our coding. In this design we were asked to insert images, links to all of the pages, and use divs to create sections that could be floated for organization and layout.

> Exercise 5

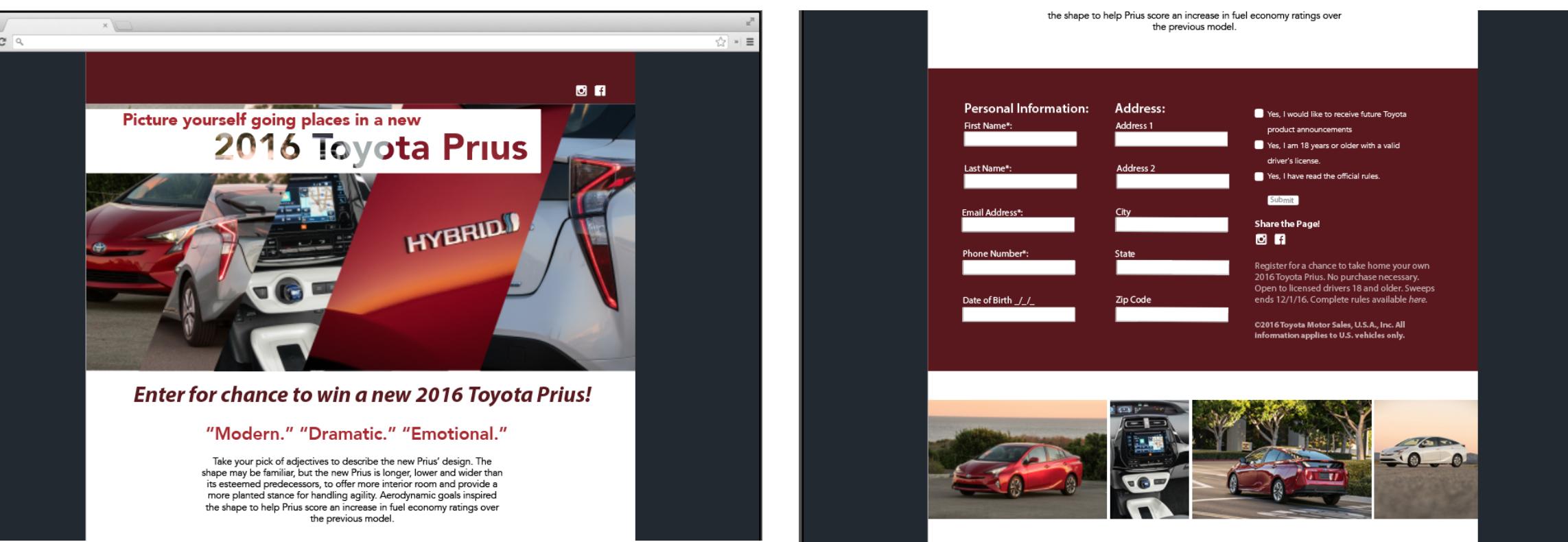


> Speed Project Design

Speed Project Design | Basic HTML & CSS Coding

In the speed project we were prompted to design the layout of a sweepstakes page for the new Toyota Prius. We were asked to design it in the same size as a standard browser.

The majority of the images that were



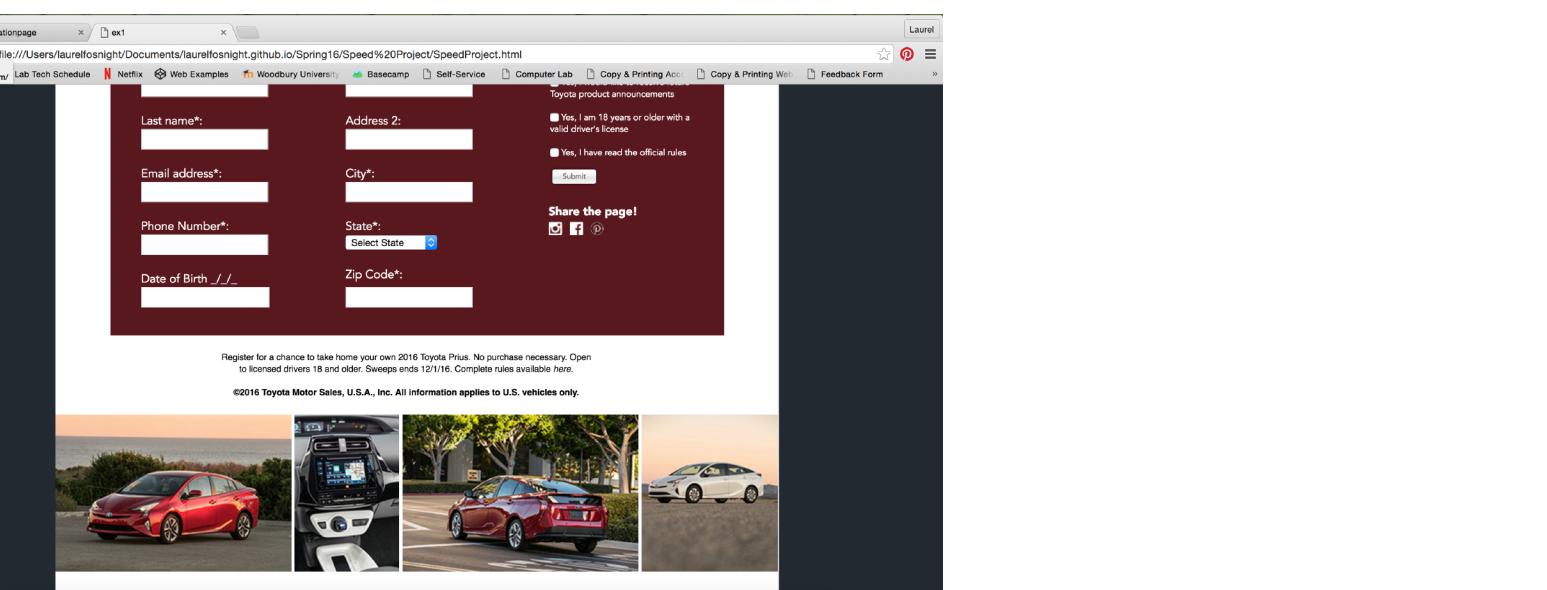
> Speed Project Coding

Speed Project Coding | Basic HTML & CSS Coding

Once our design was approved and finalized, we were asked to code our speed project as homework.

A screenshot of a web browser window titled "confirmationpage" showing a feedback form. The form is titled "Modern." "Dramatic." "Emotional." and contains sections for "Personal Information" and "Address". It includes fields for First name, Last name, Email address, Phone Number, Date of Birth, Address 1, Address 2, City, State, Zip Code, and checkboxes for receiving future Toyota product announcements, being 18 years or older, and reading the official rules. A "Share the page!" button with links to social media is also present.

> Design Objectives



Final Website | Aroma Coffee & Tea Co.

The final project of Web I required that we take an existing website of a restaurant and redesign and code it.

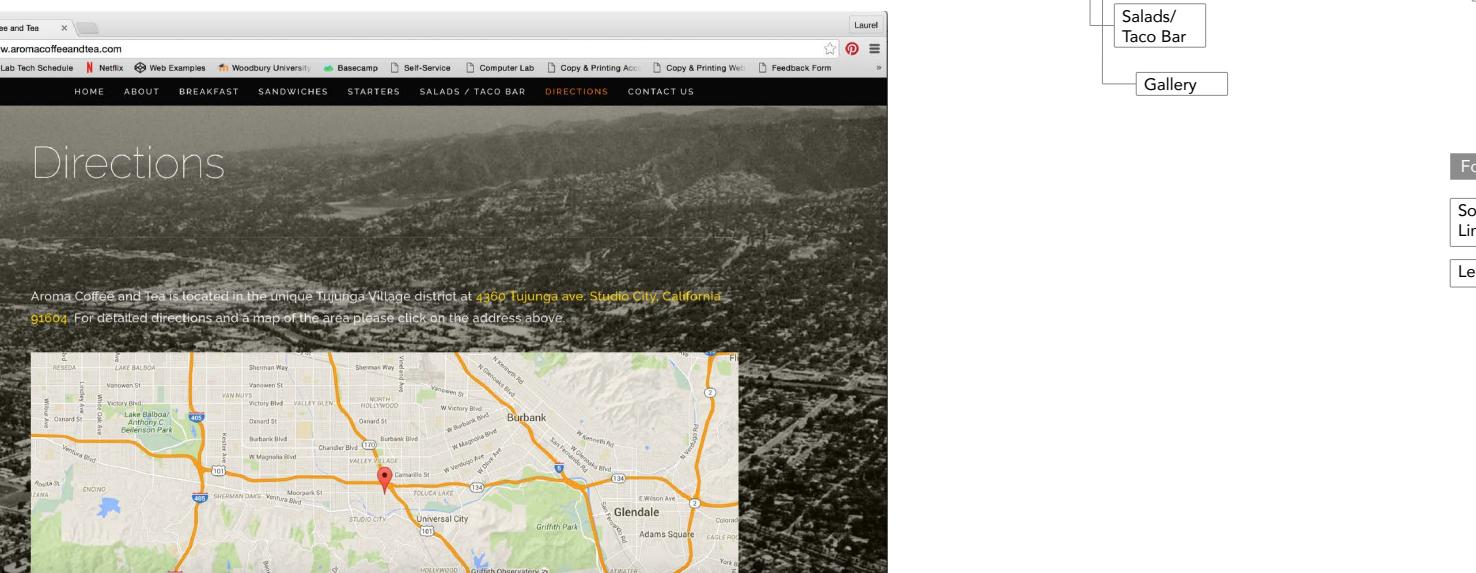
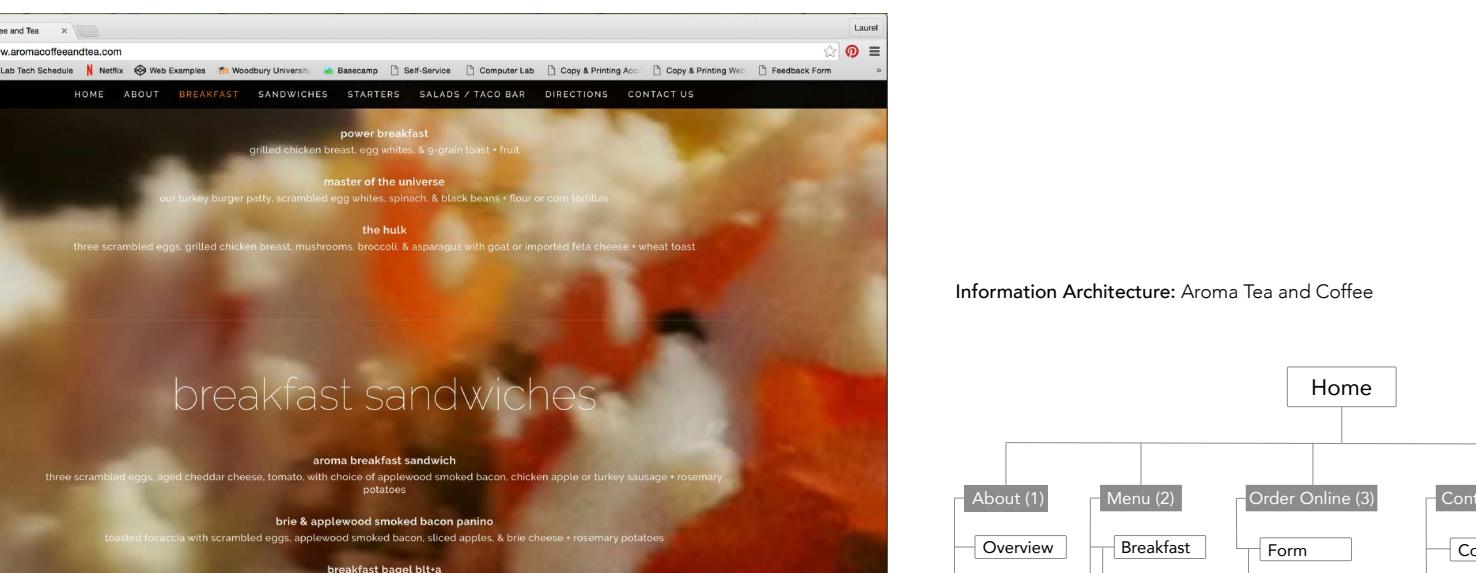
When contemplating which location I wanted to redesign I began to think of the restaurants and cafes that I enjoyed the most. Immediately I thought of Aroma Coffe & Tea Co. in Studio City and looked up their website. Fortunately for me, it needed some redesigning. The website was confusing, difficult to navigate, and hard to read.

> Final Project: Introduction

My goals in creating this website are to create a site that is easily navigated and easy to read, unlike the original design. Also, I want to embody the feel of the cafe, there is a lot of foliage around the outside patios, they use organic and natural ingredients, and it has a comfortable feeling for its customers. In order to do so I plan on using typefaces that are clear and easy to read in good size with extreme contrast so that they don't get lost in the background. Also, I plan on using clear images that illustrate the location and the food. And last, I would like to use colors that make the user think of the natural food choices, the foliage at the location, and the 'homely' feeling that you get when you go to Aroma Coffee & Tea Co..

Final Website | Aroma Coffee & Tea Co.

I began by looking at the original website, then I created an Information Architecture to map out the website so that it was easier to navigate.



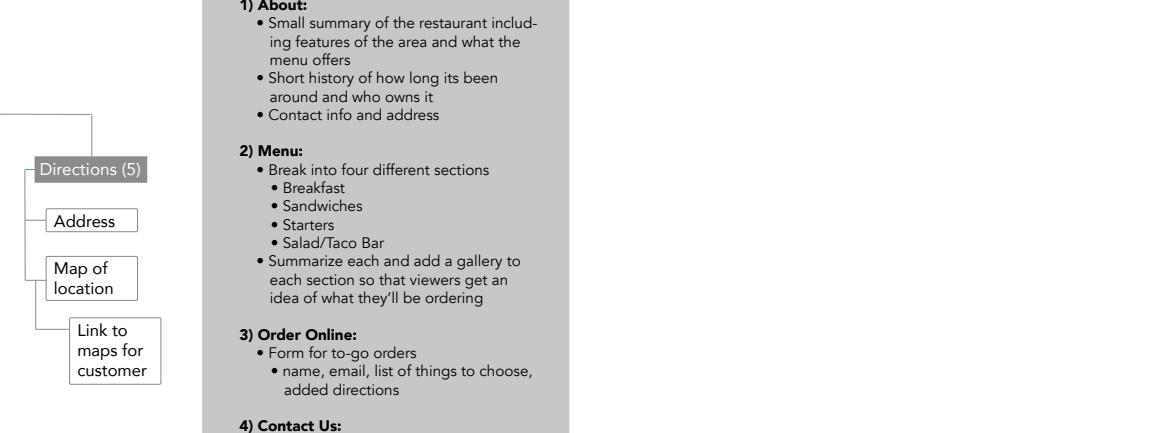
> Research & Analysis

Final Website | Aroma Coffee & Tea Co.

From the original website created by the company, I decided that I wanted to have a clean website that was easy to navigate. The website before is cluttered and hard to read. In order to do so I chose to go with a simple layout that follows the rule of thirds.

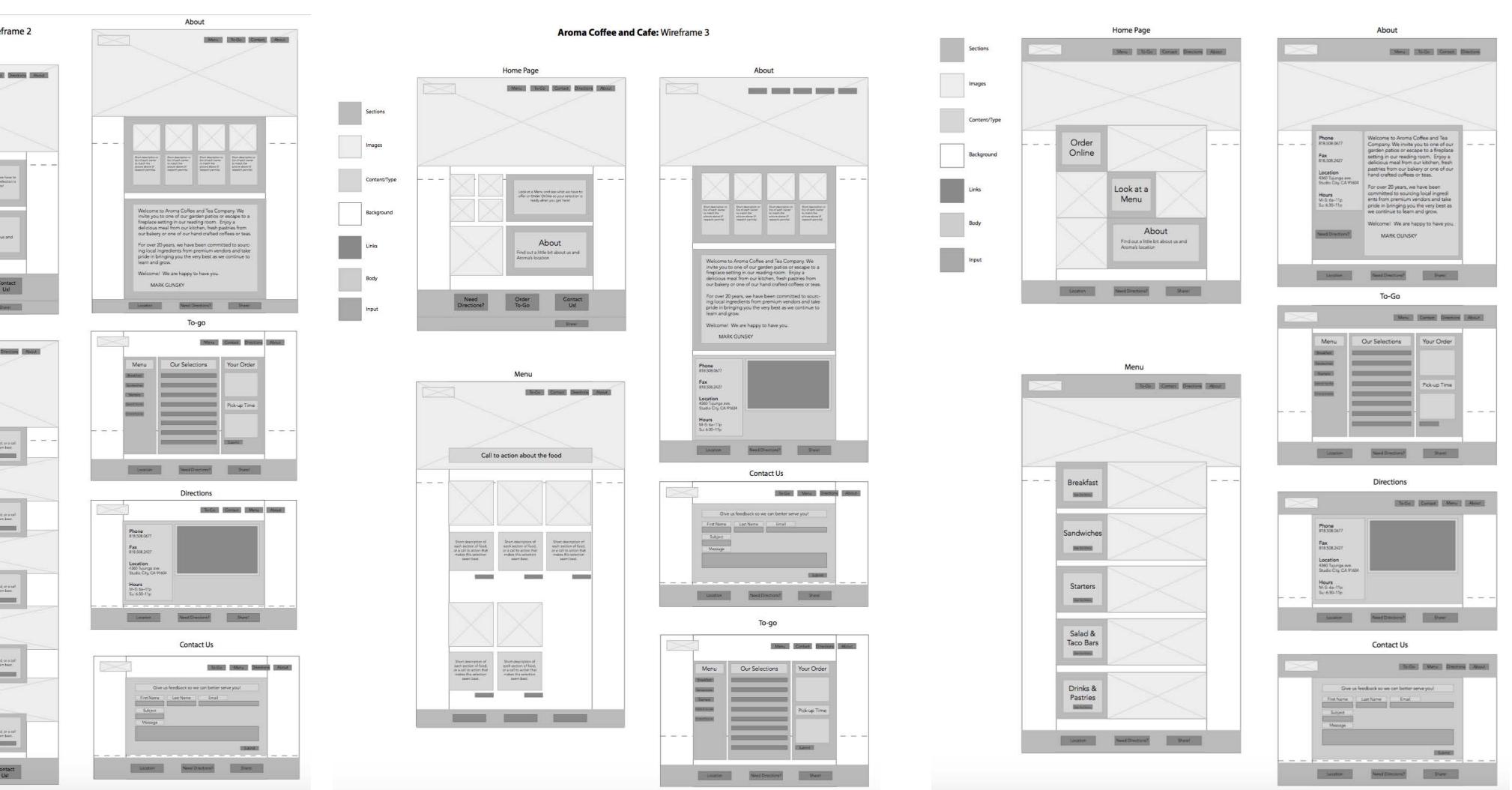
> Wire Frames

Information Architecture: Aroma Tea and Coffee



Notes:

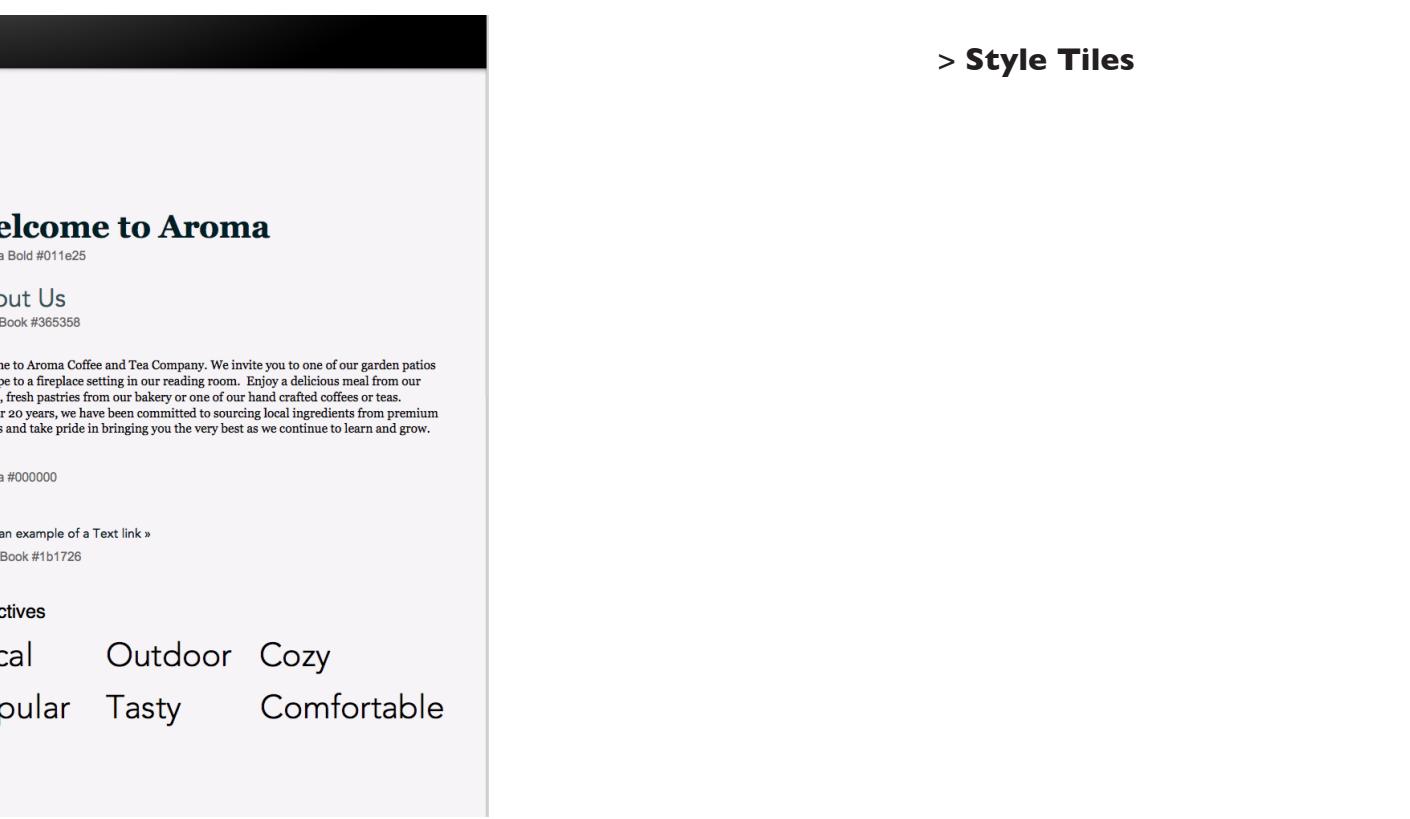
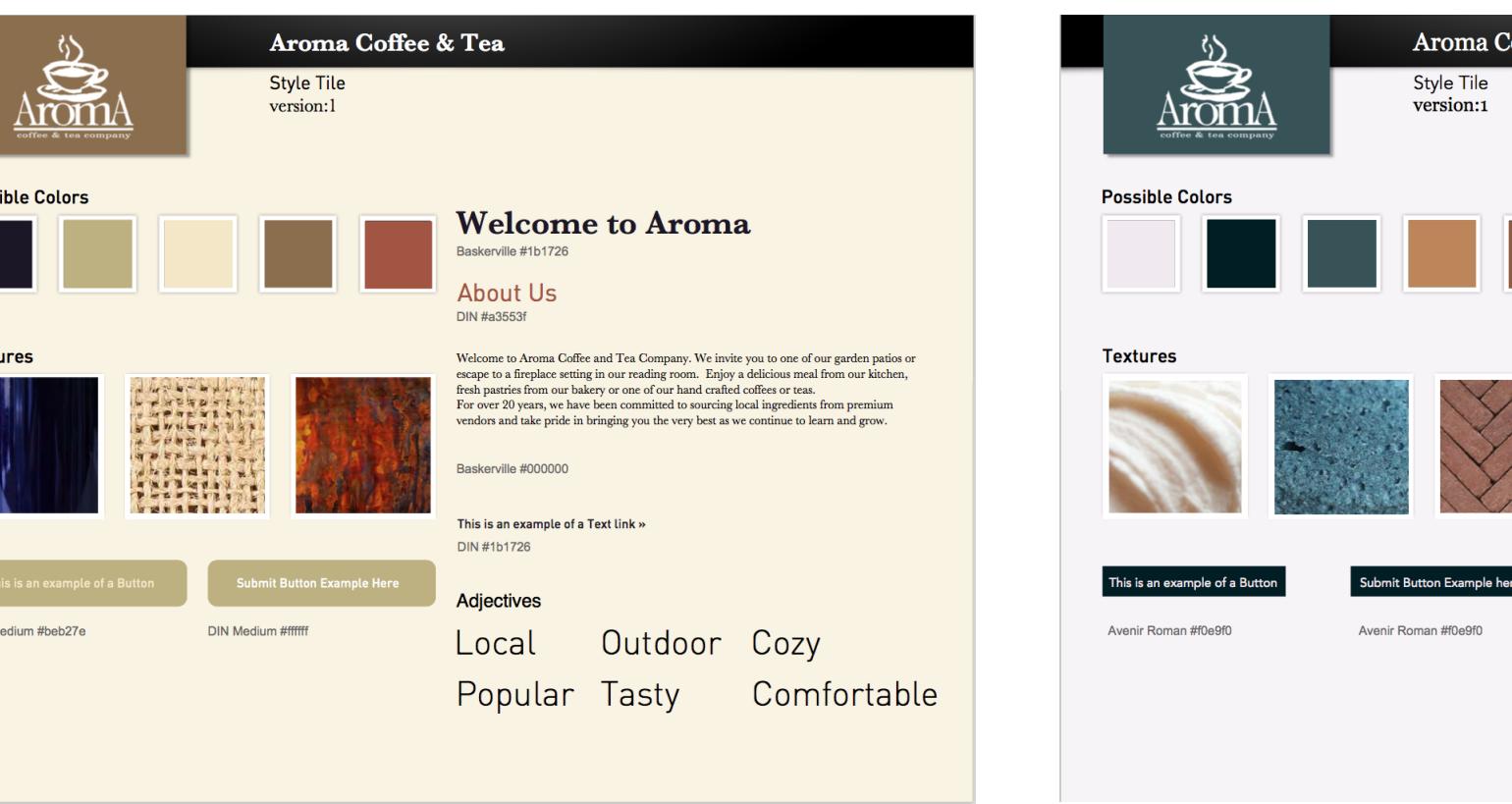
- 1) **About:**
 - Small summary of the restaurant including features of the area and what the menu offers
 - Short history of how long its been around and who owns it
 - Contact info and address
- 2) **Menu:**
 - Break into four different sections
 - Breakfast
 - Sandwiches
 - Starters
 - Salad/Taco Bar
 - Summarize each and add a gallery to each section so that viewers get an idea of what they'll be ordering
- 3) **Order Online:**
 - Form for to-go orders
 - name, email, list of things to choose, added directions
- 4) **Contact Us:**
 - Contact information
 - phone, fax, email, address
 - Form to submit for suggestions or questions to restaurant
- 5) **Directions:**
 - Address information
 - Address is a link to google maps, shows the viewer how to get to the location
 - Photograph of the restaurant facade
 - Map of location



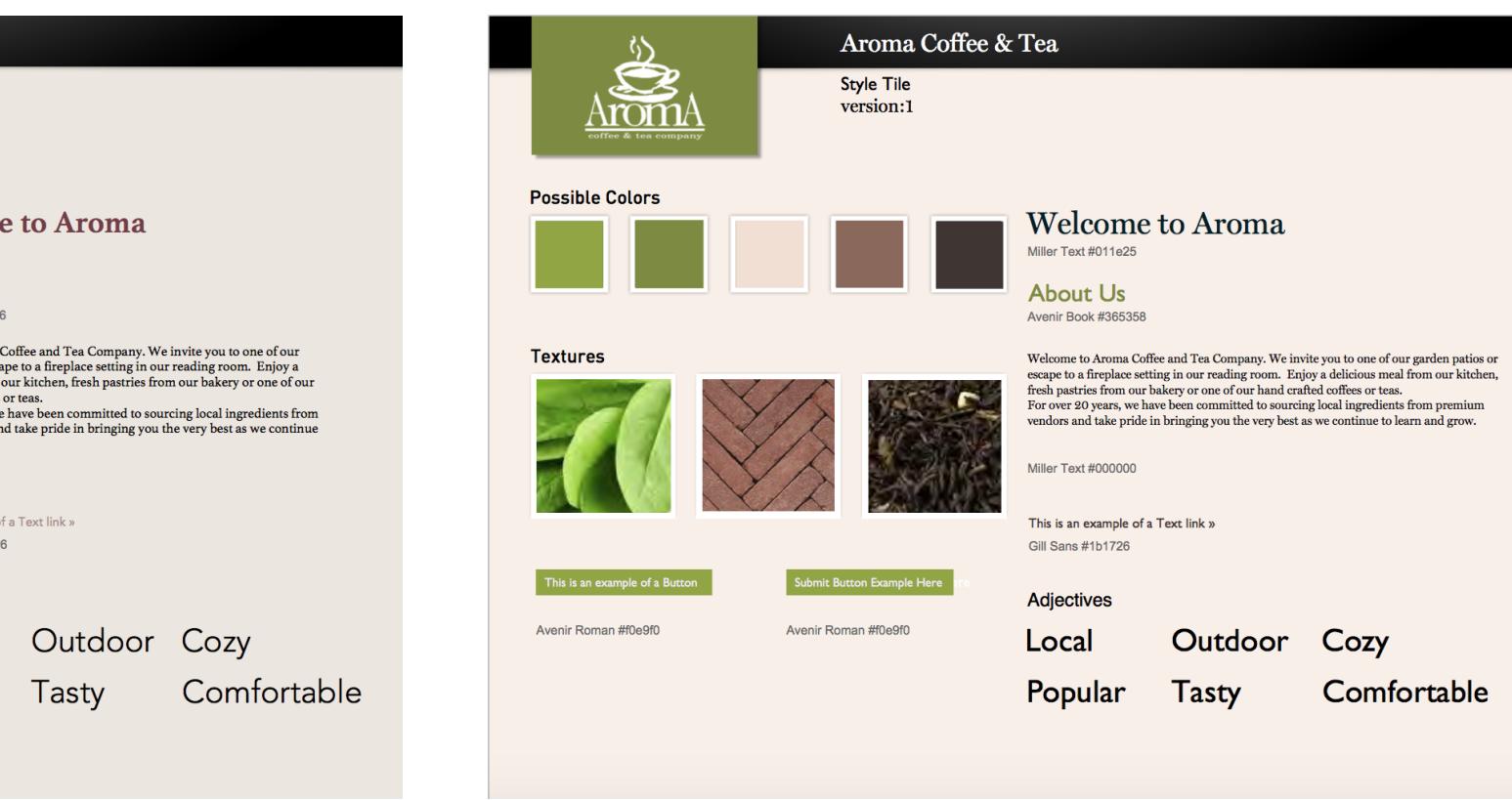
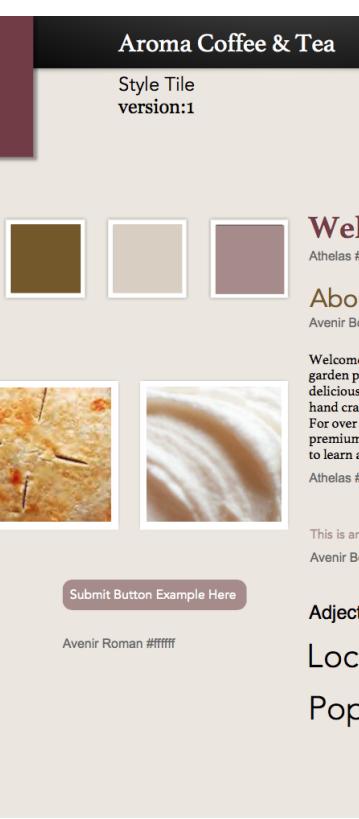
Final Website | Aroma Coffee & Tea Co.

In choosing the color theme for my website I did research on colors that gave the feeling of warmth, comfort, and nature.

> Style Tiles



> Style Tiles



Final Website | Aroma Coffee & Tea Co.

In choosing the color theme for my website I did research on colors that gave the feeling of warmth, comfort, and nature.

Final Website | Aroma Coffee & Tea Co.

> Website Mockup

Welcome To
Aroma
coffee and tea

Discover...
Enjoy a delicious meal from our kitchen, fresh pastries from our bakery or one of our hand crafted coffees or teas.
Look at a Menu and see what we have to offer or Order Online so your selection is ready when you get here!

[Menu](#) [Order Online](#)

About Us...
Find out a little bit About Us and Aroma's location in Studio City, CA.
[About](#)

Location: 4360 Tujunga Avenue Studio City, CA 91604 **Hours of Operation:** M-Sa 6a-11p Su 6:30-11p **Questions?** Contact us at 818.508.0677 or fax 818.508.2427

[Directions](#) [Join the Conversation!](#) [Facebook](#) [Twitter](#) [Instagram](#) [Pinterest](#)

Phone: 818.508.0677 **Fax:** 818.508.2427 **Location:** 4360 Tujunga ave. Studio City, CA 91604 **Hours:** M-5 6a-11p Su 6:30-11p **Directions:**

About Us...
Welcome to Aroma Coffee and Tea Company. We invite you to one of our garden patios or escape to a fireplace setting in our reading room.
For over 20 years, we have been committed to sourcing local ingredients from premium vendors and take pride in bringing you the very best as we continue to learn and grow.
Welcome! We are happy to have you.
MARK GUNSKY

[Menu](#) [Order Online](#)

[About](#)

[Join the Conversation!](#) [Facebook](#) [Twitter](#) [Instagram](#) [Pinterest](#)

Final Website | Aroma Coffee & Tea Co.

> Website Mockup

Our Selections

Breakfast
Hungry for a savory breakfast that will keep you energized through out the day? Try our selections.

Sandwiches
From classic to gourmet, our sandwiches are prepared to order with quality ingredients.

Starters
Start of your meal with homemade quacamole and tortilla chips or our popular Kobe Sliders.

Location: 4360 Tujunga Avenue Studio City, CA 91604 **Hours of Operation:** M-Sa 6a-11p Su 6:30-11p **Questions?** Contact us at 818.508.0677 or fax 818.508.2427

[Directions](#) [Join the Conversation!](#) [Facebook](#) [Twitter](#) [Instagram](#) [Pinterest](#)

Salad And Taco Bar
Choose from a wide selection of fresh salads or make your own taco.

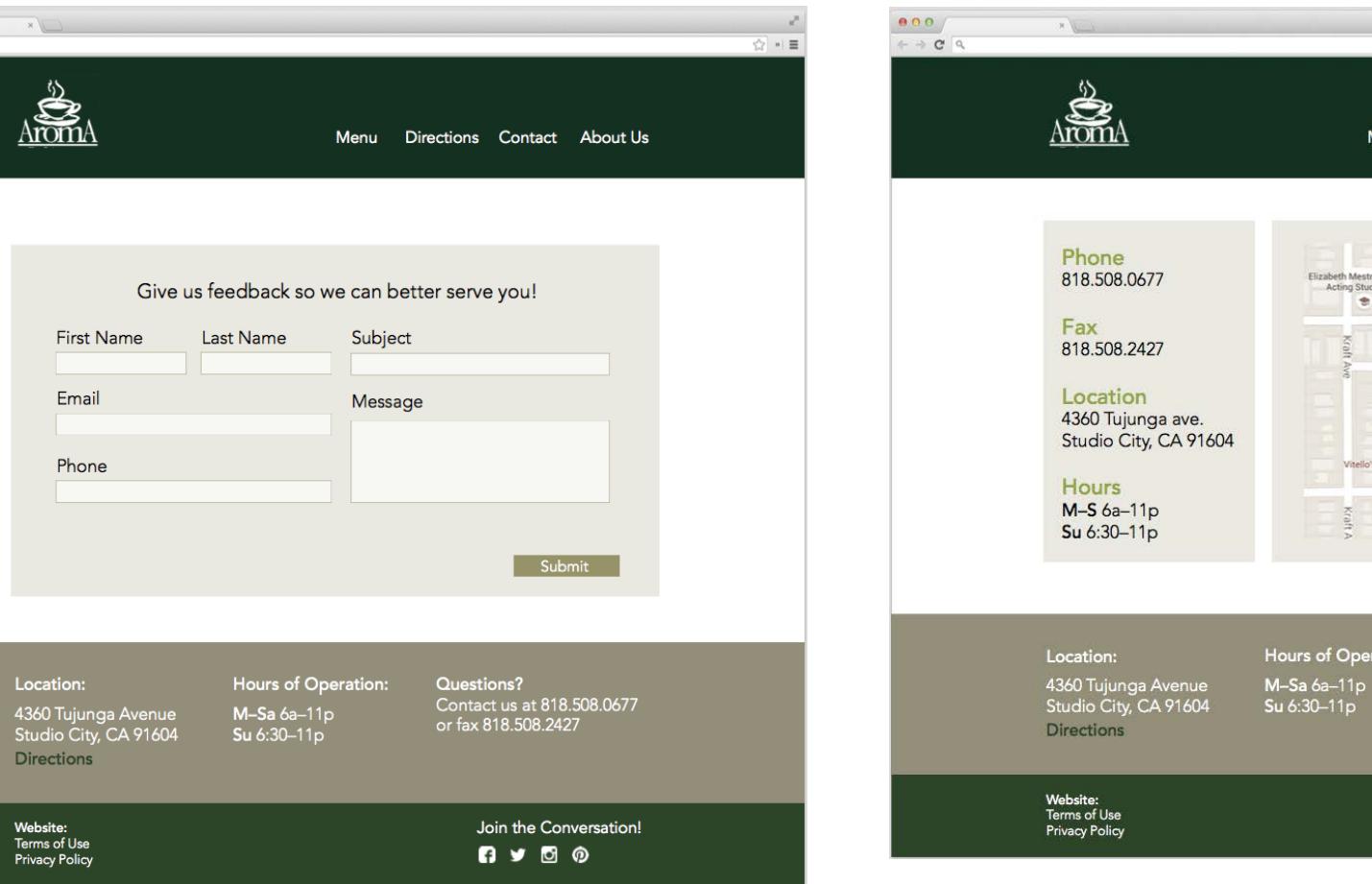
Drinks And Pastries
Try one of our fresh pastries or a tasty cup of coffee.

Order To-Go
In a hurry? Send in your order to us and we'll have it ready for you when you get here.

Location: 4360 Tujunga Avenue Studio City, CA 91604 **Hours of Operation:** M-Sa 6a-11p Su 6:30-11p **Questions?** Contact us at 818.508.0677 or fax 818.508.2427

[Directions](#) [Website: Terms of Use Privacy Policy](#) [Join the Conversation!](#) [Facebook](#) [Twitter](#) [Instagram](#) [Pinterest](#)

Final Website | Aroma Coffee & Tea Co.



A screenshot of the Aroma Coffee & Tea Co. website's feedback form page. The header features the Aroma logo and navigation links: Menu, Directions, Contact, and About Us. The main content area contains a form titled "Give us feedback so we can better serve you!" with fields for First Name, Last Name, Subject, Email, Message, and Phone. A "Submit" button is at the bottom right. Below the form is a dark brown footer section with contact information: Location (4360 Tujunga Avenue, Studio City, CA 91604), Hours of Operation (M-Sa 6a-11p, Su 6:30-11p), and Questions? (Contact us at 818.508.0677 or fax 818.508.2427). It also includes a "Directions" link, a "Join the Conversation!" section with social media icons, and links to Website Terms of Use and Privacy Policy.

> Website Mockup



A screenshot of the Aroma Coffee & Tea Co. website's location and hours page. The header is identical to the previous page. The main content area includes a "Phone" number (818.508.0677), "Fax" number (818.508.2427), and a "Location" section showing a map of Studio City, CA with the shop's address (4360 Tujunga ave.) marked. Below the map are "Hours" (M-S 6a-11p, Su 6:30-11p) and "Questions?" (Contact us at 818.508.0677 or fax 818.508.2427). The footer is identical to the previous page.

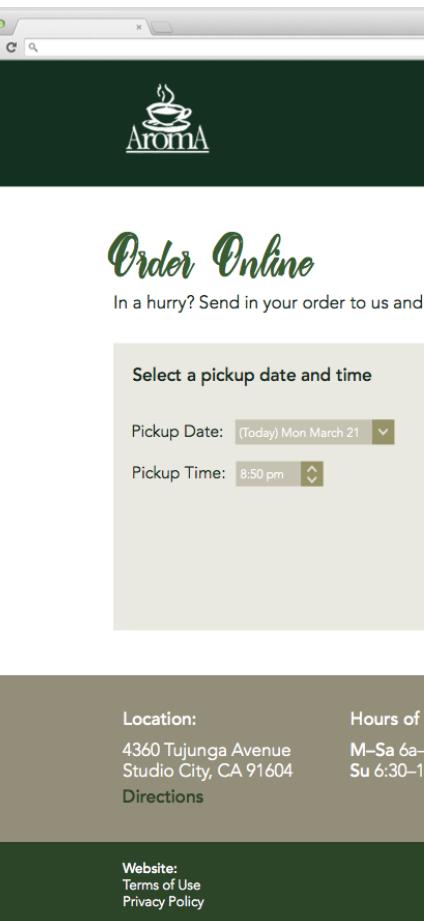


A screenshot of the Aroma Coffee & Tea Co. website's order online page. The header is identical to the previous pages. The main content area has a "Select a pickup date and time" section with dropdown menus for Pickup Date (today) and Pickup Time (8:50pm). To the right is a "Current Order" summary table:

| Item | Qty |
|--------|-----|
| Nachos | 1 |

Below the order summary are sections for "Starters" (Quac & Tortilla Chips \$12.50), "Macaroni & Cheese \$10.20", "Dungeness Crab Cakes with Ancho Aioli \$13.00", and "Homemade Hummus & Warm Wheat Pita \$9.00". The footer is identical to the previous pages.

Final Website | Aroma Coffee & Tea Co.

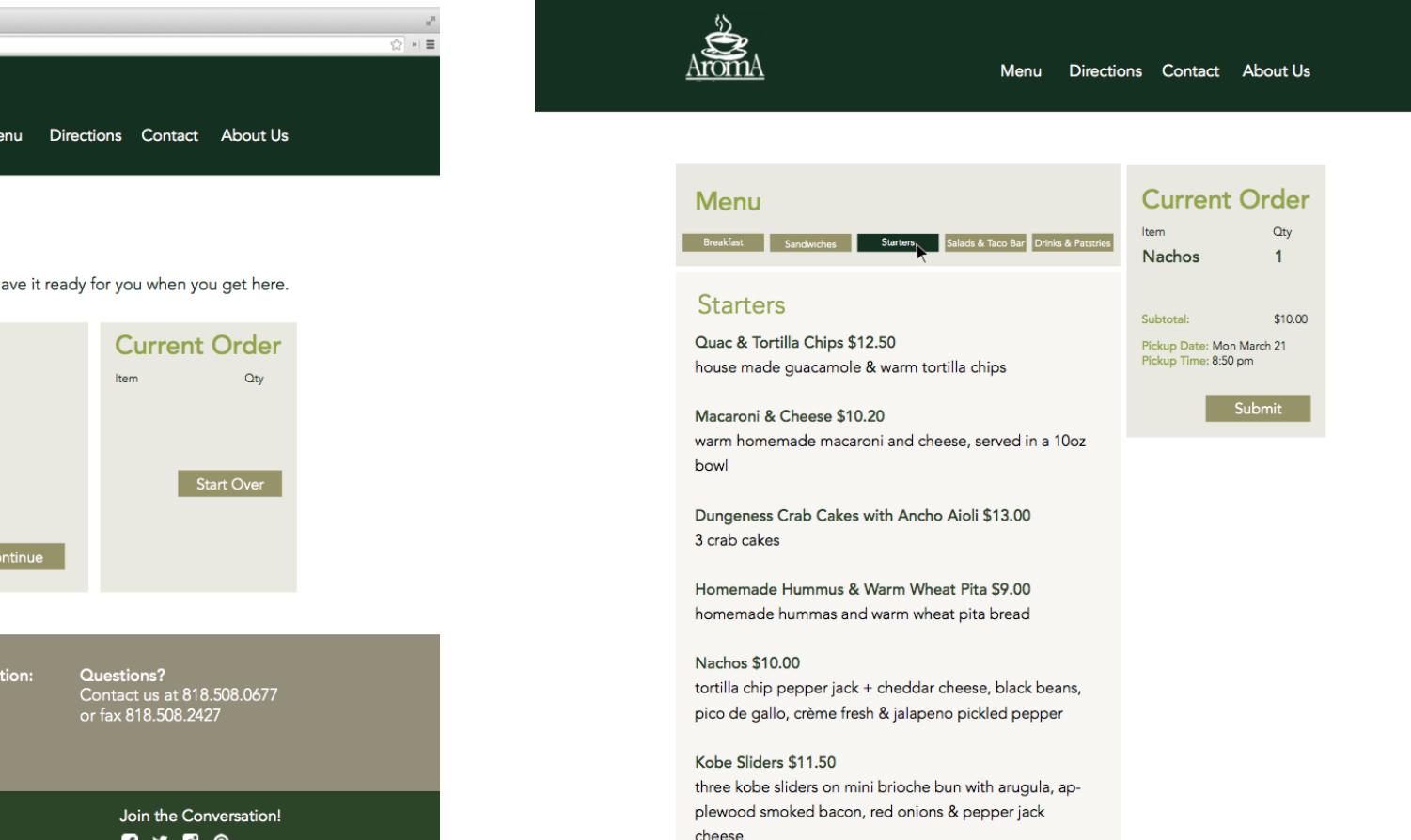


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> Website Mockup



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| Item | Qty |
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| Nachos | 1 |

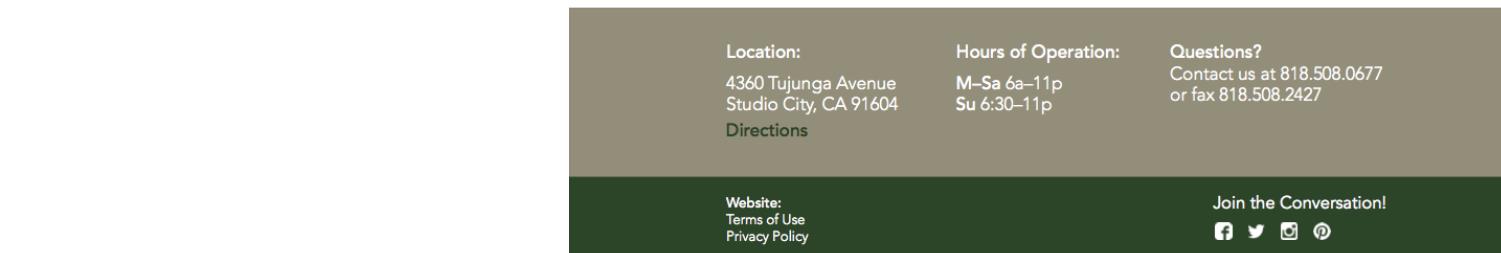
Below the order summary are sections for "Starters" (Quac & Tortilla Chips \$12.50), "Macaroni & Cheese \$10.20", "Dungeness Crab Cakes with Ancho Aioli \$13.00", and "Homemade Hummus & Warm Wheat Pita \$9.00". The footer is identical to the previous pages.



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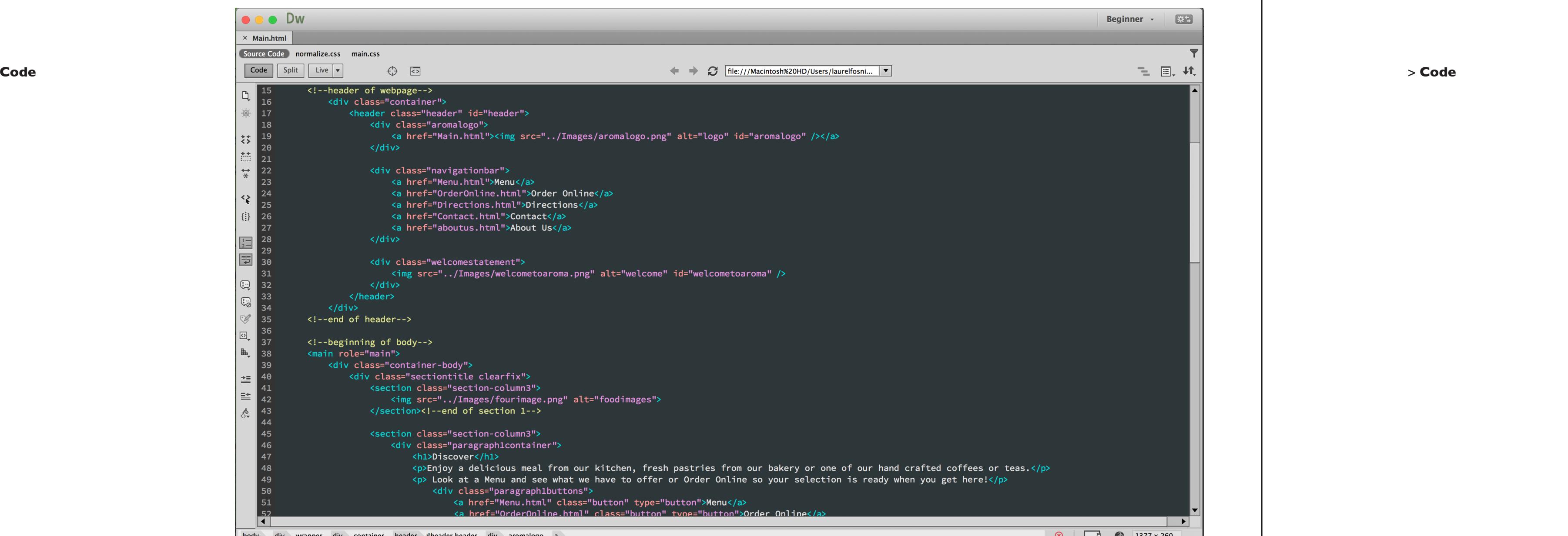


A screenshot of the Aroma Coffee & Tea Co. website's footer page. The header is identical to the previous pages. The main content area includes a "Location" section (4360 Tujunga Avenue, Studio City, CA 91604), "Hours of Operation" (M-Sa 6a-11p, Su 6:30-11p), and "Questions?" (Contact us at 818.508.0677 or fax 818.508.2427). It also includes a "Join the Conversation!" section with social media icons and links to Website Terms of Use and Privacy Policy.

Final Website | Aroma Coffee & Tea

Screen shots of the code to make the final website.

Main



The screenshot shows the Adobe Dreamweaver interface with the 'Main' file open. The code editor displays the HTML structure for the main page, including the header, navigation bar, welcome statement, and body content. The code is well-organized with comments and CSS classes like 'header', 'navigationbar', and 'welcomestatement'.

```
<!--header of webpage-->
<div class="container">
<header class="header" id="header">
<div class="aromalogo">
<a href="Main.html"></a>
</div>
<div class="navigationbar">
<a href="Menu.html">Menu</a>
<a href="OrderOnline.html">Order Online</a>
<a href="Directions.html">Directions</a>
<a href="Contact.html">Contact</a>
<a href="aboutus.html">About Us</a>
</div>
<div class="welcomestatement">

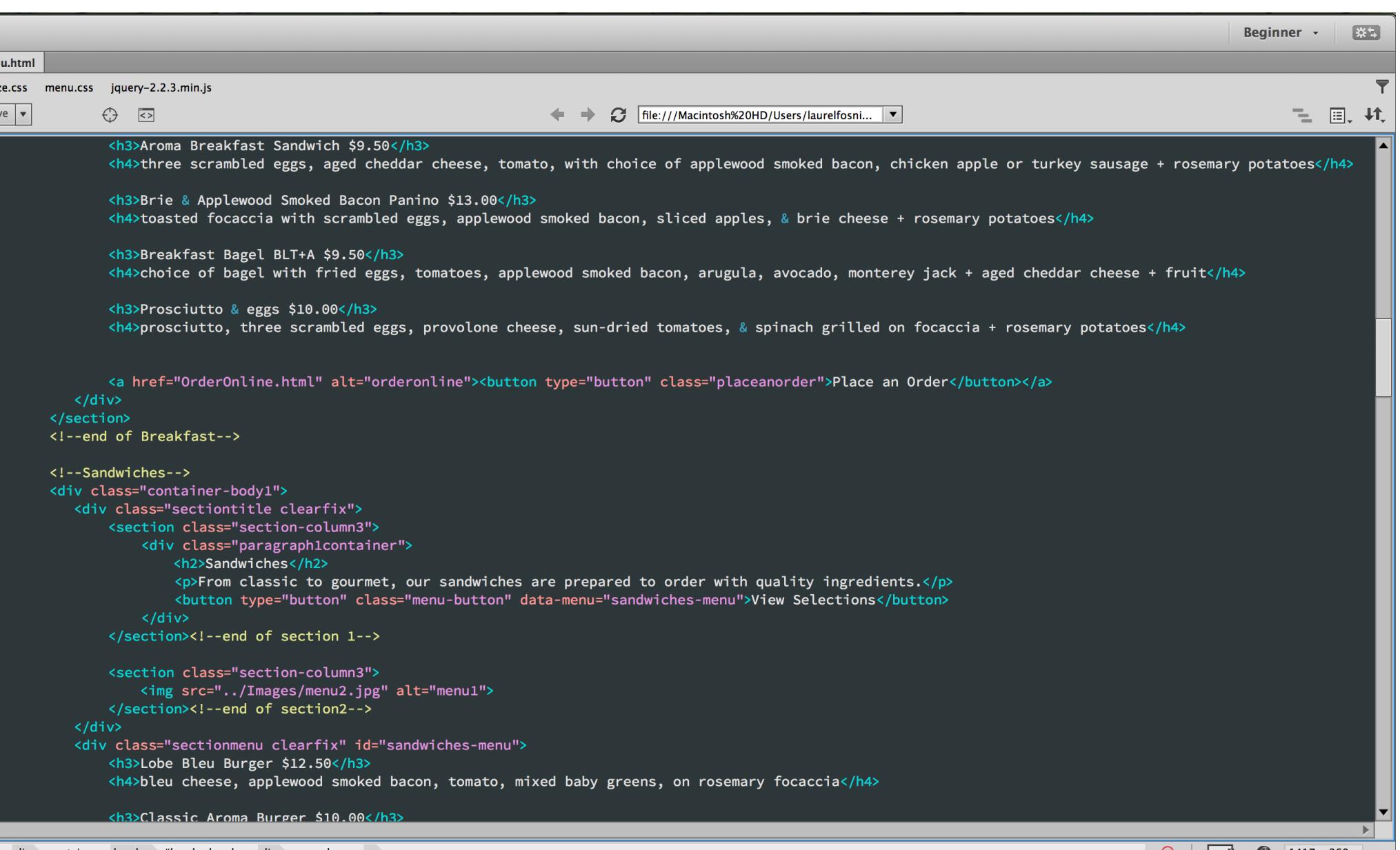
</div>
</header>
<!--end of header-->
<!--beginning of body-->
<main role="main">
<div class="container-body">
<div class="sectiontitle clearfix">
<section class="section-column3">

</section><!--end of section 1-->
<section class="section-column3">
<div class="paragraphcontainer">
<h2>Discover</h2>
<p>Enjoy a delicious meal from our kitchen, fresh pastries from our bakery or one of our hand crafted coffees or teas.</p>
<p>Look at a Menu and see what we have to offer or Order Online so your selection is ready when you get here!</p>
<div class="paragraphbuttons">
<a href="Menu.html" class="button" type="button">Menu</a>
<a href="OrderOnline.html" class="button" type="button">Order Online</a>
</div>
</div>
</section><!--end of section2-->
<div class="sectionmenu clearfix" id="sandwiches-menu">
<h3>Lobie Bleu Burger $12.50</h3>
<h4>bleu cheese, applewood smoked bacon, tomato, mixed baby greens, on rosemary focaccia</h4>
<h3>Classic Aroma Burger $10.00</h3>
<h4>bacon, applewood smoked bacon, tomato, mixed baby greens, on rosemary focaccia</h4>
<h3>Breakfast Sandwich $9.50</h3>
<h4>three scrambled eggs, aged cheddar cheese, tomato, with choice of applewood smoked bacon, chicken apple or turkey sausage + rosemary potatoes</h4>
<h3>Brie & Applewood Smoked Bacon Panino $13.00</h3>
<h4>toasted focaccia with scrambled eggs, applewood smoked bacon, sliced apples, & brie cheese + rosemary potatoes</h4>
<h3>Breakfast Bagel BLT+A $9.00</h3>
<h4>choice of bagel with fried eggs, tomatoes, applewood smoked bacon, arugula, monterey jack + aged cheddar cheese + fruit</h4>
<h3>Prosciutto & eggs $10.00</h3>
<h4>prosciutto, three scrambled eggs, provolone cheese, sun-dried tomatoes, & spinach grilled on focaccia + rosemary potatoes</h4>
<a href="OrderOnline.html" alt="orderonline"><button type="button" class="placeanorder">Place an Order</button></a>
</div>
</div>
</main>
</div>
</body>
```

Final Website | Aroma Coffe & Tea Co.

Screen shots of the code to make the final website.

Menu

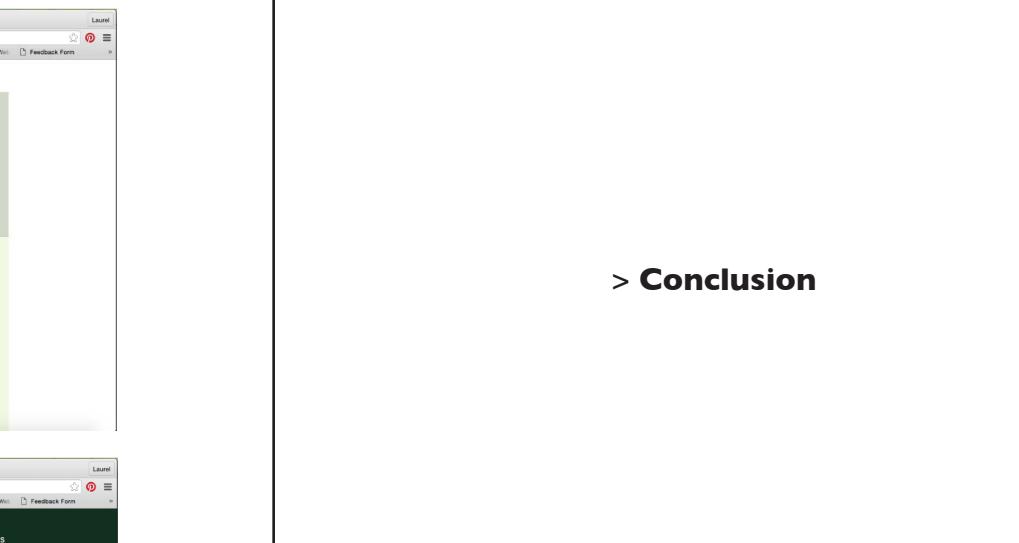
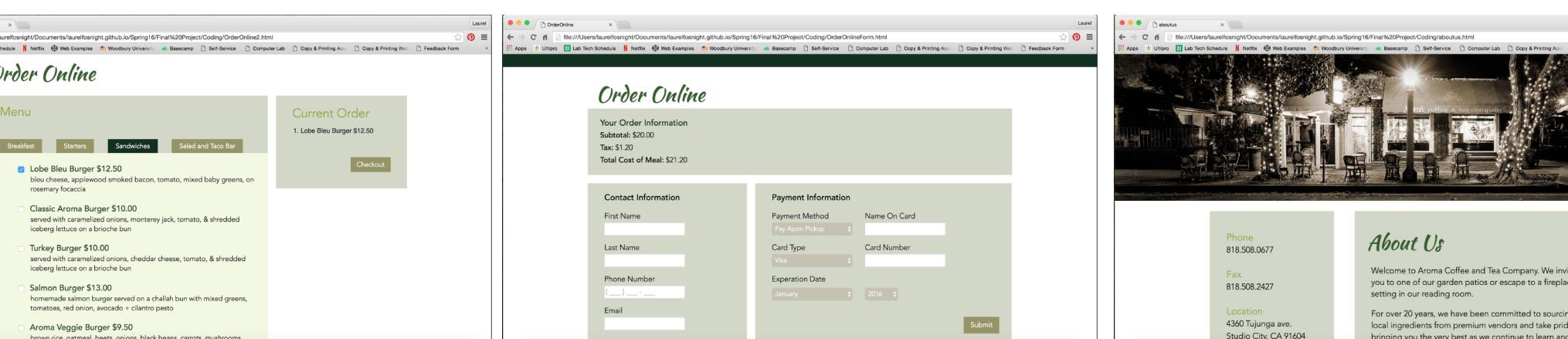
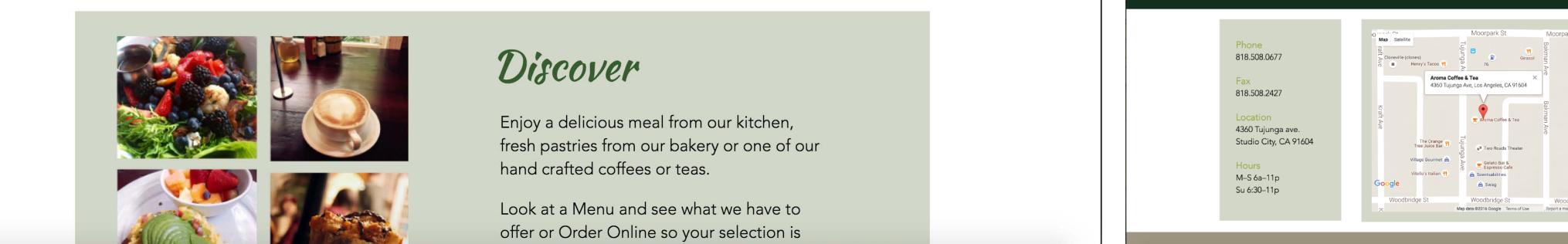
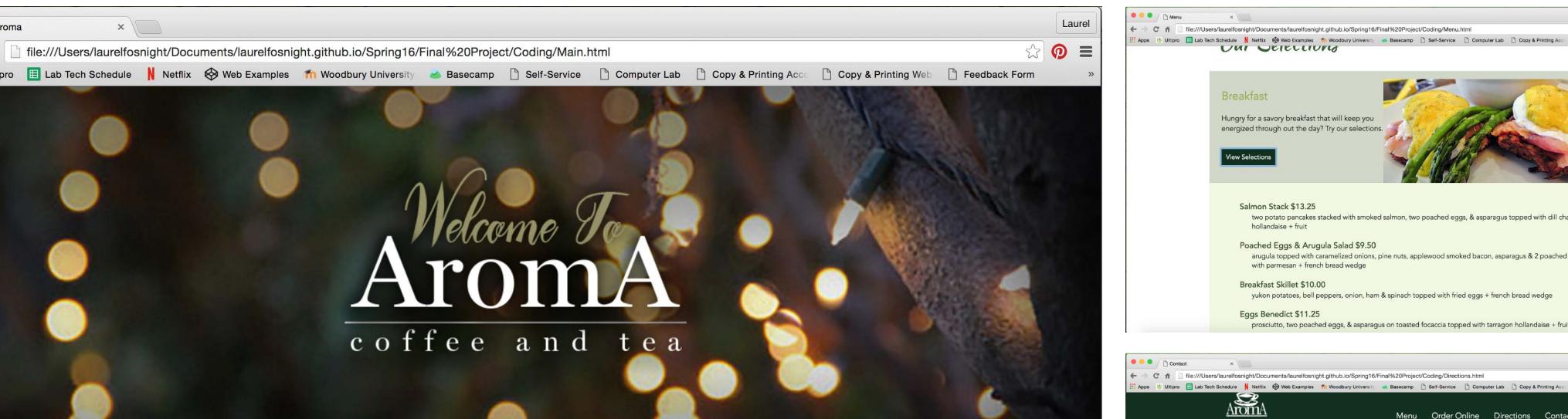


The screenshot shows the Adobe Dreamweaver interface with the 'Menu' file open. The code editor displays the HTML structure for the menu page, including sections for breakfast, sandwiches, and a sidebar menu. The code is organized with comments and CSS classes like 'header', 'navigationbar', and 'welcomestatement'.

```
<h3>Aroma Breakfast Sandwich $9.50</h3>
<h4>three scrambled eggs, aged cheddar cheese, tomato, with choice of applewood smoked bacon, chicken apple or turkey sausage + rosemary potatoes</h4>
<h3>Brie & Applewood Smoked Bacon Panino $13.00</h3>
<h4>toasted focaccia with scrambled eggs, applewood smoked bacon, sliced apples, & brie cheese + rosemary potatoes</h4>
<h3>Breakfast Bagel BLT+A $9.00</h3>
<h4>choice of bagel with fried eggs, tomatoes, applewood smoked bacon, arugula, monterey jack + aged cheddar cheese + fruit</h4>
<h3>Prosciutto & eggs $10.00</h3>
<h4>prosciutto, three scrambled eggs, provolone cheese, sun-dried tomatoes, & spinach grilled on focaccia + rosemary potatoes</h4>
<a href="OrderOnline.html" alt="orderonline"><button type="button" class="placeanorder">Place an Order</button></a>
</div>
</div>
<!--end of Breakfast-->
<!--Sandwiches-->
<div class="container-body1">
<div class="sectiontitle clearfix">
<section class="section-column3">
<div class="paragraphcontainer">
<h2>Sandwiches</h2>
<p>From classic to gourmet, our sandwiches are prepared to order with quality ingredients.</p>
<button type="button" class="menu-button" data-menu="sandwiches-menu">View Selections</button>
</div>
</section><!--end of section 1-->
<section class="section-column3">

</section><!--end of section2-->
<div class="sectionmenu clearfix" id="sandwiches-menu">
<h3>Lobe Bleu Burger $12.50</h3>
<h4>bleu cheese, applewood smoked bacon, tomato, mixed baby greens, on rosemary focaccia</h4>
<h3>Classic Aroma Burger $10.00</h3>
<h4>bacon, applewood smoked bacon, tomato, mixed baby greens, on rosemary focaccia</h4>
</div>
</div>
</main>
</div>
</body>
```

> Final Website



> Conclusion

Final Website | Aroma Coffee & Tea Co.

In conclusion,

I feel that I have met my design objectives. In my design, I created a layout that is

easy for the user to navigate as there is a consistent navigation bar at the top but also buttons throughout the pages that take the user to different locations of the website. Also, I used high contrast colors against each other so that the typography would stand out against its background.

To choose the colors I used for my website, I drew inspiration from the location itself but also

the food that they produce. In doing so I found that common colors were green and shades of brown. Since this gives a natural feeling but is also calm to the eye, I felt that it was the best choice.

Overall, I believe my website is successful in that it provides and easy way for the user to see what

Aroma has to offer but also allows them to find the location, order online, and decide what they

want before they arrive at the location.