

# Project Brief

Yan Kang

## Introduction

This website will be a food blog introducing homemade Chinese dishes. The title, "Mr. Friedcake" is a fictional character that I created for TRPG before. Mr. Friedcake is a university student and also a food vlogger. It is interesting to mention that "creamy fried cake" is a kind of traditional dessert in Beijing, which has no cream in it and is not a cake at all. This dessert looks like puffs, and it is usually served with sugar. Thus, the theme of this website is about Chinese dishes, noodles, soup and porridge, etc. The three pages in this project will be a home page, a recipe page and a contact page.

## Logo



The four balls represent the appearance of creamy fried cakes (aka. nai you zha gao). A sample of this dessert is shown below:



## Typographic

This is a brief plan about the typographic and related styles. Detail may change according to the context when building the website.

H1	<b>Sample</b>	Segoe UI Black	50 px	#2e2417
H2	<b>Sample</b>	Constantia bold	50 px	#2e2417
H3	<b>Sample</b>	Segoe UI Semibold	25 px	#2e2417
H4	<b>Sample</b>	Segoe UI Semibold	20 px	#2e2417
H5	<b>Sample</b>	Segoe UI	18 px	#2e2417
H6	Sample	Constantia regular	10 px	#2e2417
content	<b>Sample</b>	Constantia regular	15 px	#2e2417

### Specially styled text

There may be handwritings to create the style of diary or notebook.

Sample:

*green bean soup*

## Colours

Note: The first row of this palette will be the theme colour of this website, but I may apply colours from the second row for decoration or other special contexts.



# 271813



# 7c686e



# dfd0ce



# f1c879



# d67f41



# 93a69e

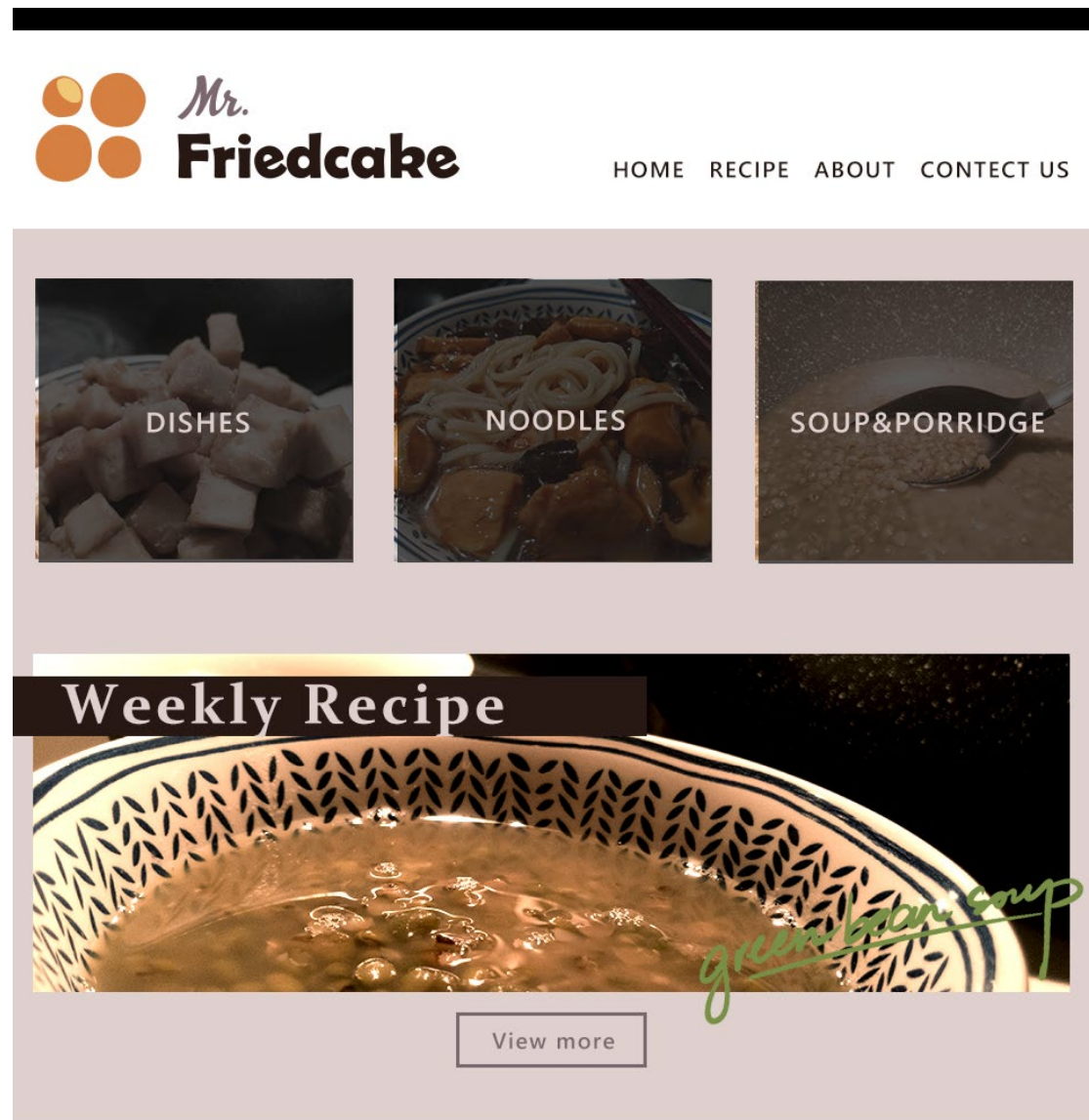


# 799047

## Page design

Note: the page designs in this document may not be the exact same as the final project.

### Home page



Mr.  
Friedcake

HOME

RECIPE

ABOUT

CONTECT US

Green Bean Soup

Red Bull

Step 1:Lorem ipsum dolor sit amet, consec-tetur adipsisicing elit,

Step 2:Lorem ipsum dolor sit amet, consec-tetur adipsisicing elit,

Step 3:Lorem ipsum dolor sit amet, consec-tetur adipsisicing elit,

Step 4:Lorem ipsum dolor sit amet, consec-tetur adipsisicing elit,

All recipes

HOME

RECIPE

ABOUT

CONTECT US

Copyright © Mr. Friedcake



If you have any question or comment, don't hesitate to reach out for us!

Name:

Email:

Comment:

SUBMIT

#### Contact us:

(+86) 6601-2345

mrfriedcake@sampleemail.com

123 Sample Road, Beijing, China

Google Map

# CSS

I am not very confident with CSS so far, so I will leave this part empty until I get more familiar with it.

## Possible animations

The button on home page and weekly recipe page will have a hover effect as shown below:

