**DESIGN BRIEF**

This document entails information in regard to the Restaurant Desktop project assigned to the class. For the restaurant of my choice, I selected the delicious ‘Prince Street Pizza’ located in New York City. Pizza lovers can find this little shop in SoHo, which is the southern part of Manhattan. This pizza shop has been servicing consumers from around the world since 2012 and is currently owned by Frank Morano. I personally have been to this restaurant myself and it is very traditional, which leads you to have a great tasting pizza experience. This pizza place is known for their ‘Original SoHo Squares’ and ‘Neapolitan Style’ pizzas. They also use fresh ingredients such as their own secret sauce that contains basil, seasoned breadcrumbs, and gaeta olives. Prince Street Pizzas range from $31.25 to $20 for an entire pie and provide a variety of sauces from alfredo to vodka sauce for only $1. Pizza consumers love this shop so much that online reviews are over 4 stars!

In this project, I created a 1457x827 desktop site that took inspiration from the actual look of the restaurant from the outside and inside. I was able to resize the images I used from unsplash.com and adjusted their width to 513px in Adobe Photoshop. Within the actual CSS document, I rescaled the images using the property ‘width’ and a percentage as the value. Throughout the document, I used 4 specific font colors to remain cohesive within the design. The four font colors used are as follows: #000000 (Black), #CCA737 (Gold), #FFFFFF (White), and #DE0016 (Red). The font names used to portray the traditional look of the restaurant were: Bree, Crimson Text, Playfair Display, and Serif as the secondary font in the case that the browser cannot read the three main fonts. I enabled different weights and styles such as regular, bold, and italic in the document to portray cohesiveness and differentiation of text. For font sizing, the header title is displayed in 45pt. The navigation bar displays 23px in size and 35pt for the large saying below the navigation bar. Content such as the hours of operation, menu, and about us sections contain a variation of sizing between 17,15, and 13.5pt.

Furthermore, the background design chosen was a brick wall as it is what you would find inside the Prince Street Pizza shop once you walk in. However, background colors were chosen for different content holders. For example, the header where you find the restaurant name is colored in #006837 (Green) to represent the outside signage of the building. The navigation bar contains the color #000000 (Black) for contrast and #FFFFFF (White) for the main content background. Within the main content section and navigation bar, I took use of the margin-left and padding left to adjust the positions of text and images. For instance, my navigation bar entails margin-left at 200px and padding-left at -100px.

To add some user interaction, I was able to create links for my navigation bar links and a clickable image for consumers to leave a review. For these links, I had to use the actual website links in order to create a destination as I do not know exactly how to create a link within my own site in a particular section. The navigation bar’s link colors include #FFFFFF (White) and #006837 and #44865F(Green Shades), and #720000 (Red). The transitions for the links are between 2-1 seconds for a quick transition. The restaurant desktop project was a challenging one, but I enjoyed creating something from scratch and putting my own interpretation of a website to the best of my ability.