

# Creative Brief

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## Project Title: Croissant Website

### 1. Project overview

The goal of my website is to be generally informational, but to also represent the deliciousness and history of the croissant.

### 2. Resources

<https://en.wikipedia.org/wiki/Croissant> , and photos from google images, also if you want to use like an actual recipe that's cool too. I also have a fun video of a french man running with a large bag of croissants if you want me to send it too.

### 4. Audience

This is a strictly informational site, and won't be promoted commercially in any way. Demographic information could be all across the board, but the audience won't likely include children or people of higher than retirement age.

### 5. Message

I would like to focus on Croissant information.

### 6. Tone

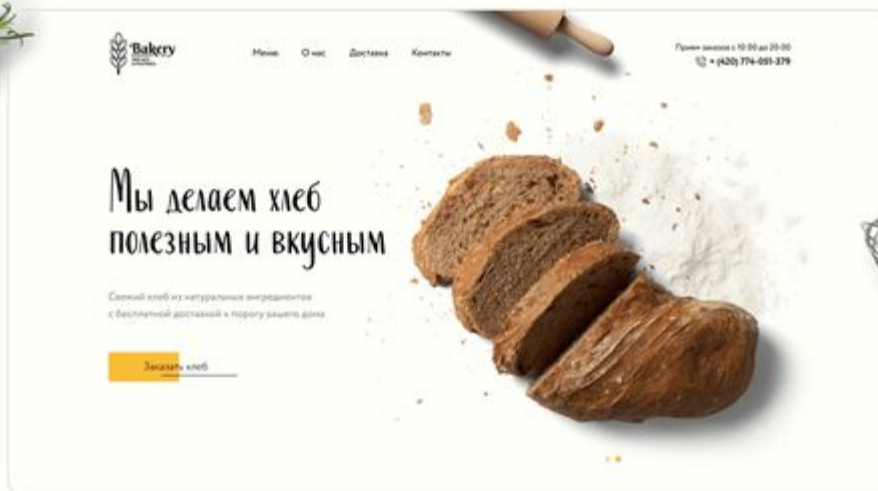
The tone here should be informational but also promote how delicious and flaky a croissant is.

### 8. Visual Style

I was hoping maybe something clean and modern with earthy or pastel colors. I included images down below. Have fun?



## LANDING PAGE FOR BAKERY



### Процесс работы состоит из нескольких этапов

01. work process

#### 01. брифинг

Определение задачи, выделение  
всех деталей и целей проекта

#### 02. прототипирование

Описание прототипа, визуализация  
принятых решений

#### 03. дизайн

Описание главной страницы  
и презентации решений

#### 04. макет

Доработка всех страниц сайта под  
все возможные разрешения

#### 05. верстка

Верстка дизайна на Тильда  
и финальный релиз сайта

### Главная задача проекта

02. main task

Разработать эффективный сайт с простым  
функционалом для современной пекарни.

Принять заказ на изготовление и доставку,  
выполнить главную задачу проекта.

Цели: создать репутацию и доверие к пекарне.

### Выбранная цветовая палитра и типографика

03. colors & typography

■ #F1F1F9

Заголовок

Amalfi Regular 92px

Подзаголовок

Amalfi Regular 52 px

■ #F5F5F0

Контент

Circo Rounded Regular 18px

■ #F9E59F

Навигация

Circo Rounded light 18px



# 前餐小菜

Appetizers

A01 涼拌雞絲 | 3.90  
Chilled Shredded Chicken with Chinese  
vinegar, green onion, tofu slices

A02 綠味炸雞 | 5.90  
Origination Chicken Nuggets

A03 花枝丸 | 4.90  
Deep Fried Squid Balls



A01 涼拌雞絲



A03 花枝丸



A02 綠味炸雞

A04 炸酥肉 | 4.90  
Fried Pork

A05 炸魚豆腐 | 4.50  
Fried Fish Tofu

A06 炸雞翅 | 6.90  
Fried Chicken Wings

A07 椒鹽紅腸 | 4.90  
Fried Chili Sausage

A08 鮑汁滷豬腳 | 5.80  
Marinated Pork Hock

A09 鮑汁滷雞腳 | 5.80  
Marinated Chicken Feet

A10 牛肉冷片 | 5.90  
Beef Shank Slice with sweet soy,  
peanut butter & Sichuan pepper sauce

A11 甜酸魚 | 5.20  
Crispy Bass with Origination  
sweet and sour sauce



A08 鮑汁滷豬腳







## Browse

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolo.



SKIP



## Order

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolo.



SKIP

DONE



## Enjoy

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolo.



GET STARTED

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