Midterm Project WDD Write-Up

This project was a great learning experience for me. As someone who is more technically-orientated, and not as knowledgeable about design, I got to see on a small scale some aspects of design that I would not have typically seen. Starting with the home page, I tried to get the right balance of white space and color. My theme for the color scheme was to use pastel colors as these are more appealing to the eye. The colors I used were very light because I wanted to match the aesthetic of a donut shop and quite frankly, bring in light-hearted feelings for the audience. I used a large-high-quality photo of an array of donuts with bold text font like Bebas Neue to draw in the audience. One thing I found was that it is good to have a statement all on one line because it prevents any pause in viewers and gives them a clear message. I also used another very clear sans-serif-type font, Montserrat, for a lot of the text like the story and promotion at the bottom because it is also very pleasing to the eye for viewers. On the menu page, I decided it would be best to display the donuts in an array that would be very precise and easy to digest for viewers. Lastly, when viewers hover over a donut it blows up a bit so viewers could get a clearer perception of each one.