

Assignment 3: Skin a Wireframe

NAME: Omika Dharamdasani
STUDENT NUMBER: 1000984483
COURSE: CSC318
SECTION: L0201
INSTRUCTOR: Velian Pandeliev
DATE: April 3, 2017

Elizabeth Ferrero's Baking School and Café is located at the heart of Downtown Toronto. It aims to provide young, aspiring bakers with a chance to learn famous baking techniques that have been used for decades. In addition, their training is supplemented with contemporary techniques, such that students have an opportunity to combine the two and create something new. Rigorous cleaning and safety standards are maintained, as safety is the first priority. The institution has a unique profit-sharing system with their students, which hits two birds with one stone. Instead of wasting all the baked goods that students make, these goods are sold in the café and the profits earned are shared with students. In this way, this school fuels the motivation for learning and creation. The delicious scent of freshly baked goods such as bread, cakes, cupcakes and pastries is always in the air. The kitchens are painted with warm colours reminiscent of chocolate chips and crème and the pantries are restocked every day.

I used dark brown, cream and chocolate brown colours for the background to remind the audience of delicious baked goods. These warm colours were also chosen to create a welcoming aesthetic. Baskerville Old Face was chosen for the heading/navigation typeface because it looks like a serious font. Since studies show that it is the most trusted typeface, it was a good decision to choose this as the heading/navigation typeface. Aparajita was chosen as the body typeface as it seems to complement Baskerville Old face. Although it is an unusual font which is not used by very many people, I was not afraid to experiment. Gloria Hallelujah was chosen for the logo because once again, it appears to be welcoming and inviting. Since the logo is what audiences most frequently, it was important for the typeface to have these qualities. My chosen accent colour is White because it places emphasis on the fact that the buttons are clickable. I attempted to create a shadow around a square button to serve this purpose, however, the shadow did not stand out against the brown background. Moreover, the sharp contrast that White creates draws attention to all the buttons in a subtle manner. I used Black colour to indicate that the mouse is hovering over the Admissions tab because any other warm-toned colour would not suit the colour scheme chosen. It also goes well with the Black cupcake liner in the representative photo and ties the whole theme together.

Colours (as RGB codes)	
Background colour(s)	#E5C17E, #DFB073
Text colour(s)	#000000, #FFFFFF
Action colour(s)	#654639, #5C210C, #A36C36, #7F4C31 , #000000, #FFFFFF
Fonts (typeface name, weight, point size)	
Logo font	Gloria Hallelujah 45 pt, Gloria Hallelujah 30 pt.
Heading/Navigation font	Baskerville Old Face 30.7 pt, Baskerville Old Face 12 pt.
Body font	Aparajita 11.98 pt, Aparajita 12.23 pt, Aparajita 30.7 pt, Aparajita 18.38 pt, Aparajita 12 pt.

Note: The original mock-up exceeded the 5 MB limit. I was forced to compress it, which resulted in a low-resolution pdf. I have uploaded the original PDF to a Dropbox folder and attached it in a text file along with my other submissions. Here is the link for your reference:

<https://www.dropbox.com/s/vvvrx85nclul3j/A3.Dharamdasani.mockup.pdf?dl=0>

References:

Chocolate cupcake photo used in the mock-up was retrieved from:

<http://www.arraymg.com/chocolate-cupcake-wallpaper-desktop/>