***Website Design Document:***

Patrick Larkin

***A screenshot of a computer screen

Description automatically generatedA screenshot of a recipe form

Description automatically generatedA screenshot of a computer screen

Description automatically generatedWireframe Models:***

A screenshot of a contact form

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Description automatically generated

***Colour Scheme and Fonts:***

I chose a colour scheme of red and green as I thought this would firstly, be associated with our university as these are our university colours, due to the demographic that the website is aiming for which is university students. Secondly, I chose the colours red and green as I associate them with food, for multiple reasons such as, fruit and veg often being red and or green, as well as some of my favourite food from other cultures being from countries with red and green in the flat, such as Pizza, which comes from Italy, the flag of which is Green, White and Red.

For the font I was inspired by some of my favourite other cooking websites who use similar, relatively blocky, modern looking fonts and so went searching through font repositories and found Futura PT. I thought its modern aesthetic would fit the demographic of university students well and I considered the success of some of the websites that I personally use that use fonts that are similar and used Futura PT in the hopes that my website could be as engaging as theirs

***Choice of Layout:***

The first part of my layout which the user will see is the large website title, which is an obvious choice, made to make the website stick out to the user so that they will remember it and consider using it again. Underneath this is a short bio or mission statement so that the user can quickly see what the website can provie them and if it is of use to them . The next part is the drop down menus in the banner. I thought placing these near the top of the webpage and on every webpage would be useful as they provide a quick, functional and aesthetically pleasing means of navigating the website. I chose to make the website and *most* of its text central as this is more engaging to the user and is also currently the status quo when it comes to food websites. I chose to place as one of the first things the user sees in every webpage as, not only is this common practice but it is also particularly effective when used in a food website as the image of what the finished product could look like will encourage the user to complete a recipe or visit a restaurant.

***Implementation:***

My implementation as well as I could have wished. In terms of changes between the wireframe models and the final product, I added a hyperlink reference to the recipe and the pizza article, which I adapted from pre-existing articles in order to give credit to these articles. I put in place a relatively consider number of horizontal rule’s (<hr>) which I made sure to integrate with the colour scheme. I did this in order to break up the content a little bit which I believe not only provided structure to the articles and recipes, it also breaks up what could be considered a wall of text if there was nothing between sections. This engages the user more effectively as they aren’t discouraged or bored easily by the contents of the webpages.

***Testing***:

First and foremost, I clicked on each navigation link to make sure that not only did it work but it brought me to the intended page.

I resized the browser in multiple different ways as well as viewing it on a different, larger monitor with a different aspect ratio to my laptop screen in order to ensure the layout was responsive to changing screen sizes and different devices

I checked for consistency in design elements, font styles, and colour schemes throughout the website.

I tested the browser compatibility of the website in different browsers such as Chrome, Edge and Firefox

I tested that all internal and external links are working correctly and lead to the expected pages.

I used the W3 Nu HTML Checker at this link [https://validator.w3.org/nu/#textarea](https://validator.w3.org/nu/%23textarea)

I loaded the website in a manner that meant the images didn’t load in order to test all thee alternative text I used

***References:***

Recipe used in ‘Recipe of the Day’ webpage adapted from: <https://www.bbcgoodfood.com/recipes/easy-chicken-curry>

Best Pizza in Leeds adapted from and select photos taken from: <https://leeds-list.com/food-and-drink/where-to-get-the-best-pizza-in-leeds/>

W3 Nu HTML Checker: [https://validator.w3.org/nu/#textarea](https://validator.w3.org/nu/%23textarea)

Futura PT Font downloaded from this website: <https://www.dafontfree.io/futura-pt-font/>

All other images: <https://www.google.com/imghp?hl=en&tab=ri&authuser=0&ogbl>