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Web Design Decal

October 20, 2020

Midterm Project Write-Up

I started off this project prototyping it on Figma: low-fidelity to mid-fidelity to high-fidelity. I chose a light pink color to be the main color of the website because when I think of donuts, I think of sweets, which correlates to fun vibrant colors. Therefore, I tried making my whole website very colorful. I purposely chose pictures that were colorful (ex. Pictures of donuts with rainbow sprinkles) to keep the theme of my page consistent. Next, I chose the fonts. I chose this font called, Fredoka One, because I like that it had this rounded shape. I thought it fit the theme of donuts being that donuts are round. For the other font, I chose Nunito which is a sans-serif font. I wanted a sans-serif font because I knew I would not be typing big chunks of text. From what we learned in lecture, serif fonts are more so for big chunks of text such as this one, and sans-serif is more casual. Next, I value user experience, so I created buttons and hyperlinks so the user has an easy and enjoyable time using the website. Since this is a donut website, I wanted to stick with the fun colorful theme, so I added a few animations here and there. I know that having a lot of colors on the page is overwhelming, so I tried balancing this out with a lot of white space. I purposely did not choose to have a background color for this reason.

Works Cited

1. "Baked Vanilla Donuts." *Deliciously Sprinkled*, 5 Dec. 2018, deliciouslysprinkled.com/baked-vanilla-donuts/.
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5. "Home." *KING PIN DONUTS*, www.kingpindonuts.com/home.html.
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7. "LIFESTYLE Photos: Revenge Bakery Dunkin Donuts." *Melissa Montoya Photography*, 29 Jan. 2019, melissamontoyaphotography.com/lifestyle-photos-revenge-bakery-dunkin-donuts/.
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