

Design Decisions:

For my website, I chose to do a site for a bakery! I love baking, bakeries, baked goods, etc. so I thought this would be a fun project for me and it allows me to have a variety of pages where I can implement all of the techniques from class! I'll start by talking about the feel of the website. I wanted to make a site where people felt welcomed by calm colors and a cozy sort of feeling. I wanted to use muted colors as well so nothing was too bright and it just felt warmer. I ended up choosing a color palette which has two shades of purple, a dark blue, a cream color, as well as a pink. The color palette was also selected to match the celestial theme I want the site to have. The name of the imaginary cafe I made up is Luna's Cafe, to relate to the moon.

Now on to typography. I wanted the fonts I chose to match the same vibe described above. I also wanted a unique font that was fun to look at, without being anything too distracting or harsh. I also was looking for fonts that were more rounded out than harsh letters to match the calm vibes I want to present on the website! For the main heading font, I also was looking for something that almost had a bubble letter, hand-written sort of vibe, and I was able to successfully find a font that matched my vision! For the secondary font, I chose a less bold, lighter weight font that still has a slight hand-written vibe without being too dramatic. This way it's a nice transition from the heading font and they tie together well. For the main body font, I chose a very simple, clean, rounded font. This way it still matches the vibe the other two fonts have, but is nice and clean for big bodies of text.

To quickly touch on images, I knew I wanted to use some sort of pattern with moons and stars, but may still have to do some digging for the right pattern that isn't too overwhelming. I also like having some texture, so I want to mess around with using a grainy texture on top of colors of my site to use as backgrounds for the page or sections. I don't want it to be too aggressive or anything, just something to provide a bit of texture on top of a plain color can be really nice.

For the elements of my website, I will be using many of them on the recipe page. Having a recipe page is a perfect place to use both types of lists and a table, and it fits right into the bakery website! The recipe page is also the perfect place to embed a video because it can be used as a tutorial reference! I'm also incorporating the form elements into the cake order form page, because a form is exactly the content I need! I'm using boxes to contain my content in many different places because I like how they keep everything organized! Additionally, I'm using images all throughout my website as well because I feel like it's important for a bakery to use images to show off their work! Finally, I'm also planning on attempting to use the slideshow plugin we used in the class example to show photos on the homepage of the site. If this doesn't work out, I do have a backup plan to just display the photos normally in a row.

Process/Planning Exercise:

First, I wanted to focus on the “Why?” prompt to determine why people are on my site. I’m taking a lot of inspiration from Oracle Bakery which is a popular cake decorating account on Instagram and their cake decorating style has become super well-known across TikTok as well. I’ve used images of their cakes in a previous assignment as well, just because I personally love the style! Back to the why, I think one of the main reasons people would come to the site is to find out more about the bakery and see more images of the items. Additionally, I believe people would come to the site to place orders for cakes. A lot of people may be interested in getting their own custom cake after seeing the examples of the work, and having a simple order form to do that would be really beneficial for the site. Finally, I think people would come to the site if they’re interested in trying to make their own baked goods. While I don’t think every bakery would have a recipe section, I thought it would be really nice to add one to my site. I think it’s great to encourage people to do their own baking if it’s something they’re interested in, especially if they live across the country from the bakery where they’re not able to actually go to themselves.

A lot of the answers to the why prompt also answer the “What?” prompt as well which is asking about what do the visitors need from the site. The main things the visitors need that the site can provide are a homepage for viewing basic information about the bakery and examples, an order page for ordering your own custom baked good, and while it may not be a need, the recipe page for people to make their own cake if the bakery is not accessible to them. I think when customers also visit the site, they’re looking for things that are not necessarily the pages themselves. They’re looking for a clean website that matches the vibes of the baked goods being created. Additionally, they would be looking to see what specific information they need if they want their own custom cake. They could be looking to check what ingredients they would need if they wanted to make their own cake. There are plenty of reasons that people would come to the site and I think that the one I’m creating should hopefully check all of these boxes and fulfill the needs of all of the customers that would visit it.

DESCRIPTORS

calm

sweet

celestial

muted

casual

pastel

warm

inviting

TYPOGRAPHY - Select 1, 2, or 3 typefaces

luna's bakery

fredoka one

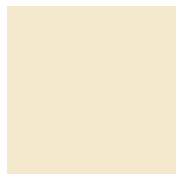
luna's bakery

jua

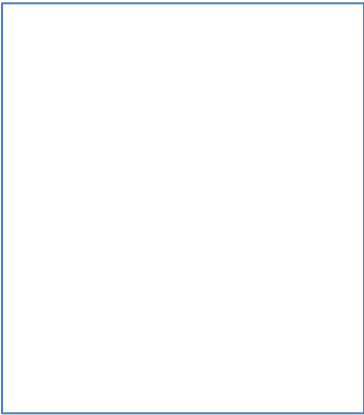
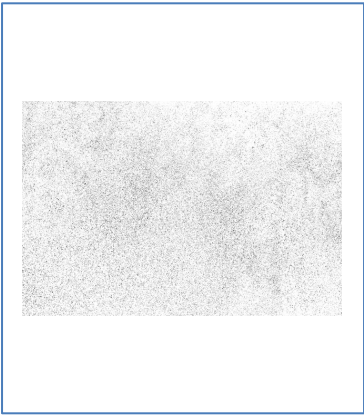
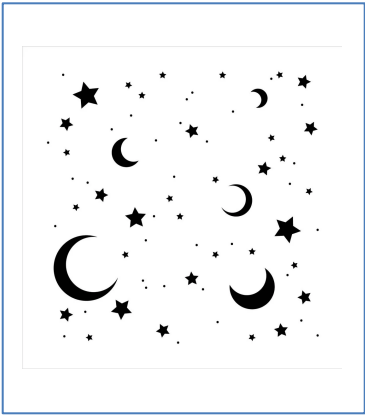
luna's bakery

varela round

COLORS - or screenshot in from color.adobe.com



TEXTURES / PATTERNS



txt

img

txt

collapse
menu
bar

welcome

⏮

img

img

img

img

img

⏭

slideshow

about us

contact us

main page

txt

img

txt

collapse
menu
bar

description

cake order form

form

cake order page

txt

img

txt

collapse
menu
bar

recipe intro

images

servings/info

ingredients

instructions

vid

recipe page