**Ideation**

I choose food as my theme because I am a person that loves to eat a lot. I always wanted to have open my own restaurant and hope all my family and friends can come to my restaurant. I want to somehow make my wish come true thus this is why I decided to design a food website named Sara’s Café.

**Research**

I went to the internet and did some research on some food websites and hope to get some inspiration to design my own food website. Majority of the food websites that I saw uses a variety of colours. The websites that I came across used pastel colours and simple background colour in order to enhance the appearance of the food. I observed how the choice of colours are being used in the websites and I try to implement it in my websites.

After researching most of the food websites, I created my three mood boards with the theme, food.

**Development**

Firstly, I downloaded few images from free stock websites and design a few webpages using photoshop application. As I start to design my websites, I realized some images does not really suit my websites, so I have to download again.

I tried a variety of colours for my websites and see which are the few colours that best suit my website as well. I have to keep referring to the three mood boards that I have created to make sure I stick to the colours I used in my moodboards as well. Finally, I chose a few main colours for my website and implemented it. After designing on the photoshop application, I then converted it to HTML.

For my index page, I did a slideshow in order to show some esthetic look. I placed three food images in a row in order to show the signature dishes. For my main dishes and beverages, I used 9 images for each webpage. The users who visit my webpage are able to see a variety of food and drinks. I created three main dish webpage which shows the description of the three signature dishes. I created a promotion webpage as well in order to inform the users the café’s promotions. I created a reservation page in order for the users to reserve their seats and lastly a location and contact webpage to allow users to be able to contact the café.

**Significance of the Design Artwork**

I faced a few obstacles when I was designing my website. I did know what colours to use in my websites and I am afraid the wrong choice of colour used may affect my overall look of my websites and the images of food would not stand out as well. I have to keep referring to my mood boards. The choosing of fonts was not easy as well as there are so much to choose. I even have to redo my websites about two times as the olours does not really look good thus I have no choice but to redo and compare all the websites that I did and see which websites look the best. After redoing for the third time, the website that I designed finally looks more nice than before.