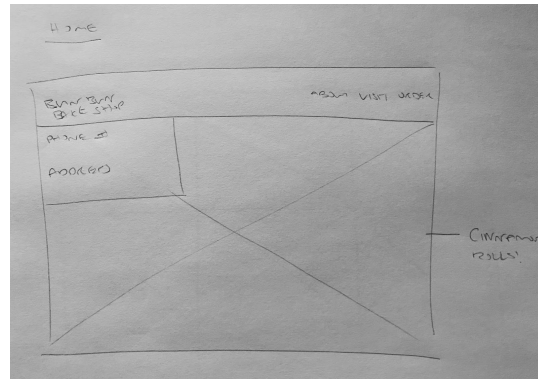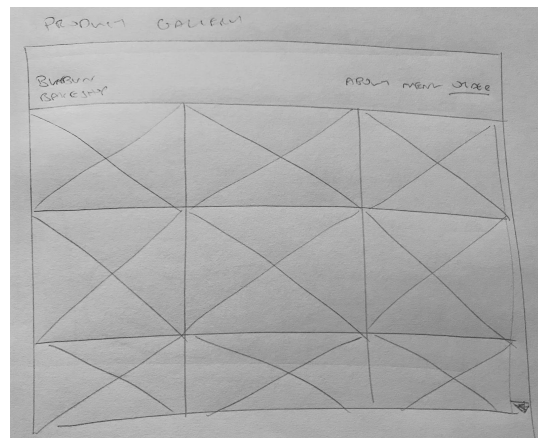Sarah Papp
9/26/2017
PUI Assignment 3 :Implementing a Website with HTML/CSS

Paper prototype (sketches)
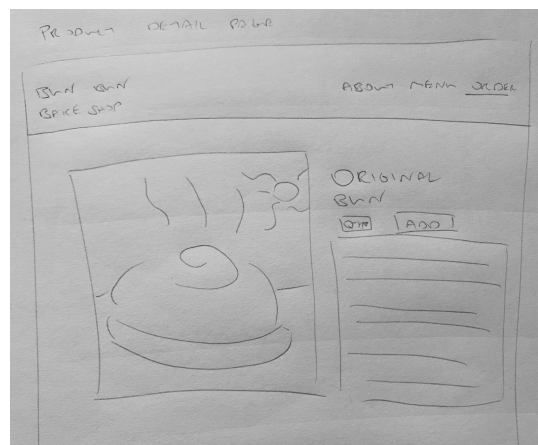
Home page

Product gallery

Product detail page

Click-through prototype
https://invis.io/3PDUNJA4V

Github
https://github.com/sarahpapp/pui_assignment_3

Reflection
Challenges
- First, my html and css are a little rusty and it's been some time since I've had to create a standalone site. To overcome this, I watched a series of web tutorials (thanks, Youtube!), kept my design pretty straightforward, and looked for inspiration online once I was ready to start coding. This allowed me to expand my design direction and elaborate as I went on.
- The biggest hurdle for me in this assignment was creating the gallery grid. Getting the grid to work correctly was challenging, but I eventually figured out where and how to position it within the gallery page with some help from Codepen.
- Creating a disciplined design was a minor but interesting challenge. I ended up keeping a consistent look and feel while adding some fun elements to the design.

Design direction
Bun Bun Bakeshop is the bakery of a silly, yet passionate team of bun enthusiasts and I wanted a digital identity that matched that:

Color
Refined, yet personable--the whites, blacks, greys, and pink help to realize that brand identity. The more subdued tones allow for the brighter pink tone to indicate action and the palette lets the photography shine as much as possible.

Font
The two fonts I settled on using--Montserrat and Roboto Slab work together to bring a level of professionalism and warmth to the site. Roboto Slab adds an element of kitsch that helps to carry the themes of fun and familiarity through the site.

Interactions
With the on-hover interactions, I wanted to indicate to provide clear feedback and help to draw some life into the experience. The pink is consistently used to indicate a user action and motion and animation help to bring energy to the site.