

# wdd midterm writeup

Tuesday, March 16, 2021 2:56 AM

I chose to have a color scheme with a lot of pinks and warm colors, as they remind me of those pink donut boxes and they help convey a welcoming atmosphere and reminder of desserts. I stuck with at most 4 colors, two lighter ones and two darker ones, to keep things simple while also having enough contrast. On the home page, I also made the King Pin logo man have a tint of pink to match this theme. I also wanted the website to be joyful, not formal, and not too text-heavy on the home page, to match the simple and happy feelings that people get when they get desserts! So the fonts I chose for the main titles and headings are donut resembling, san serif, and occasionally lowercase. For the menu, which is surely more text-heavy, I took the advice from lecture and used a serif font. To make the page more exciting and donut-resembling, I added circles. On my menu page, I followed the "F" spacing layout discussed in class by left aligning the text, emphasizing the titles, and formatting the menu items in a list style. I also applied what I learned about wrapping text elements and items, as I initially had the issue of longer words or large items wrapping awkwardly to the next line. I also took images from the King Pin Donuts website itself: <http://www.kingpindonuts.com/>