

HOME

ABOUT

CAMPAIGN

CONTACT



Stonecold 13, Amesbury, UK

+44 5110 437951



CHOCOLATE BALLS



Only £5 per glass!

How often do you find yourself craving for a treat at the end of the day, or after a heavy workout - and eventually end up in the bottom of the ice cream box with a million calories? Look no further, because boy do we have the solution for you!

Our chocolate balls are perfect for a little snack, without feeling your workout at the gym was a waste. With only 28 calories per ball, the perfect combination of chocolate, coconut and healthiness will leave you satisfied and with a big smile on your face.

With Rolled oats, Erythriol, Cacao, Butter, Coffee, Coconut, and a very special touch of our secret ingredient

BUY'N'WIN



20 lucky winners will get 5 free boxes each!

We have put a coupon, much like those golden tickets in Charlie and the Chocolate Factory, in the lid of 20 of our jars. If you are one of the lucky finders, bring your ticket back to our bakery and get your five glasses (that's 60 free chocolate balls!) today.

Here are even more good news: Our jars are designed to withstand cold temperatures, thus there will not be a problem to store your chocolate balls in a freezer should you not want to eat them all the first week. However we do warn you, you will be tempted to try.

CONTACT US

Address: Stonecold 13, Amesbury, UK

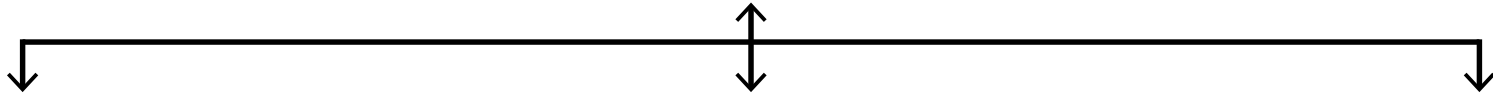
Opening Hours: Mon-Fri 4 am-6pm
Sat-Sun 4am-4pm

Phone: +44 5110 437951

Email: phitness@fitnfull.com

Sign up for our newsletter today!

Home Page
index.html



About Page
about.html

Campaign Page
campaign.html

Contact Page
contact.html

LOGO

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CHOCOLATE BALLS



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Address: Maiorrumqui 01, Corio, MG

Opening Hours: Mon-Fri 0 am-0pm
Sat-Sun 0am-0pm

Phone: +00 0000 000000

Email: email@address.com

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Email Address

Maiorrumqui 01, Corio, MG

+00 0000 000000



MANDATORY ASSIGNMENT 05.1: PRODUCT WEBSITE

INTRODUCTION

When making the design for this website I have tried making it as simple and minimalistic as possible, yet still keeping a modern and interesting look and feel. I based the colours of the website on the colours used in the logo I designed, and these again are sampled from some of the product photos I have taken.

The purpose of the website is to display the product and the campaign that will be launched along with it. It should be easy to navigate, and relaxing for the eye, not have more elements or text than needed, and strong imagery.

Interpretation of Task

I understood this assignment as having to design the stand-alone campaign website for a bakery and their latest bakery product. What I decided to do in terms of design for logo, labels, etc. was a lot up to me, but I decided to put some time and thought into this to get a better end result. It's an assignment divided in two parts, and in the first part I need to make the front-end design for the website, meaning no coding necessary. The back-end design will come in the second part.

Concept and Target Group

For this assignment I have come up with the idea of a bakery in England, called Fit'n'Full, providing healthier snacks. The reason they wish a website is to launch their new product, chocolate balls. With this launch, they have also come up with a campaign, in order to make visitors interested in buying.

The target group for the bakery would be anyone interested in healthier snacks, maybe looking for treats with less calories. I would say the main group would be around 18-35 years of age, and both males and females.

Message/Achieved Action

What I wanted to display in this website were the healthy chocolate balls launched by Fit'n'Full Bakery, as well as their campaign where the lucky winners win five free jars each.

Layout/Design - I wanted a minimalistic, modern, healthy and strong design, and by doing it the way I have, I believe I have accomplished this.

Colour - For colours I have used a dark brown, bright brown, and green colour as the basis, as well as black and paper.

Typography - The font I have decided to work with for the website is the sans serif font Arial.

Elements - In addition to slideshows and an interactive map, I have icons linking back to Facebook and Twitter pages, and a subscription button. The logo and menu bar are consistent, and the main content is placed inside a frame.



RESEARCH AND WORK PROCESS

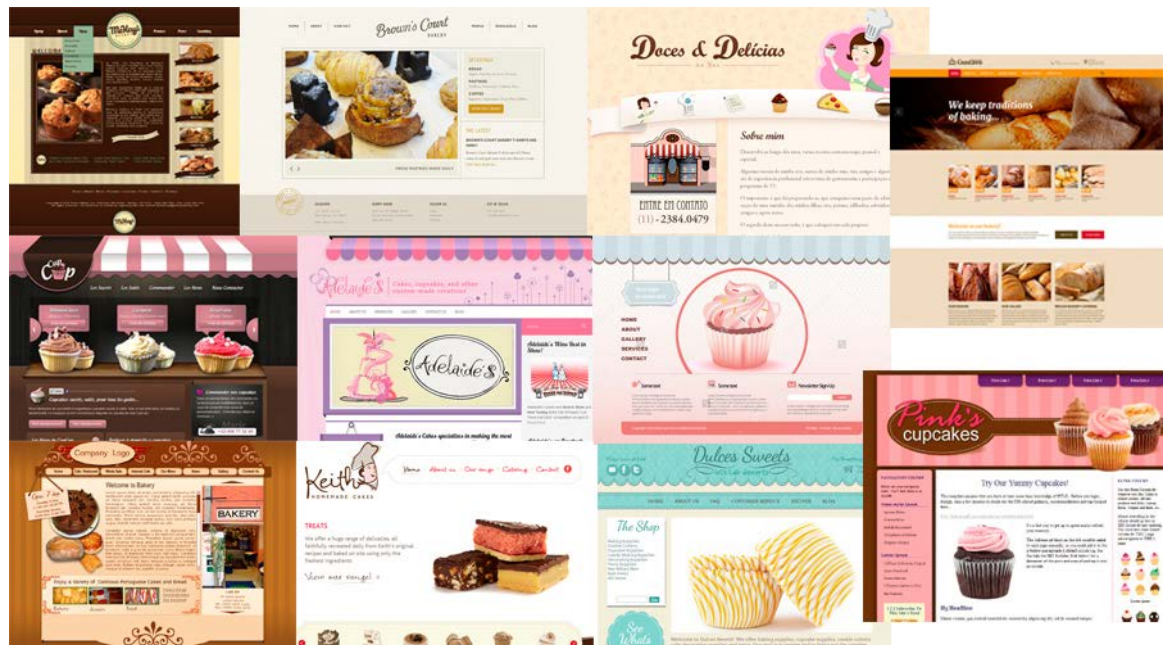
I have looked at other websites (bakery websites in particular) for inspiration, I have watched a few videos on Lynda.com about web design, and I have researched sitemaps, wireframing, and front-end design for this assignment. Some of the process has been uploaded on *my blog*, but will also be explained closer throughout this report.

Research and Analysis

Defining Target Group and Concept - Fit'n'Full is a bakery in England, providing healthier snacks. It's a bakery targeting both genders, especially in the age between 18-35. Particularly those interested in exercising, and in eating healthy. The bakery offers snacks with lower amounts of calories, and for a low price.

They have recently come up with a new product; chocolate balls, and are running a new campaign with the product launch. In 20 of the jars, there will be a "golden ticket" (like in Charlie and the Chocolate Factory) which give the lucky winners five free glasses each. They wish to launch the whole product and campaign with the website, which will encourage people to come by the bakery. The purpose of the website is to display the product – the visitors thus need good information about the product, and be told how to buy these.

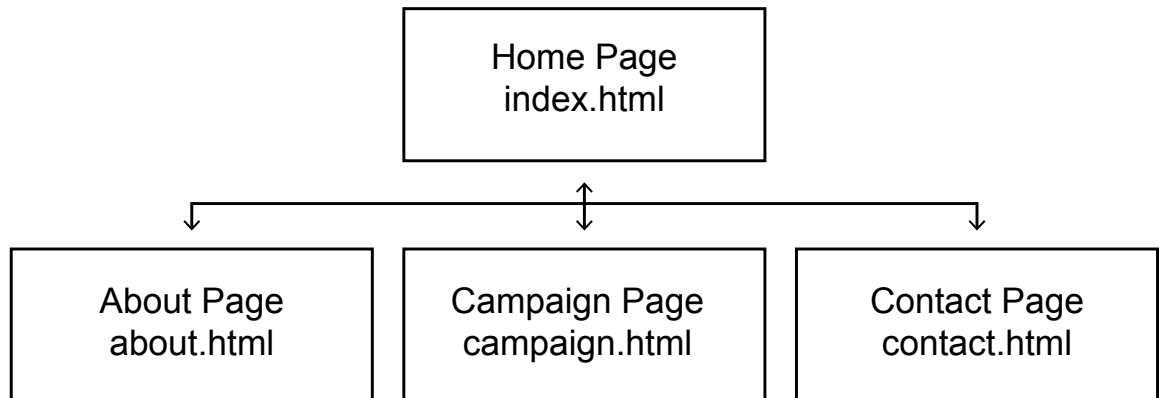
Bakery Websites - What first strikes me when looking at other bakery websites is that the focus usually is very centred towards their product, which indeed it should be. The photos used are usually bright and in high quality. Colour schemes seem to work well between photos and the design. Navigation is easy, and the menu bar is usually either a horizontal menu on the top or a vertical one on the left side of the website.



Design - Since this is a bakery targeting a younger audience, the design of the website should be quite modern, and also minimalistic. In addition, it should have a healthy and inspiring look. The goal is to make customers understand it is a serious company providing healthy quality products. Using only a few colours (brown, white, some green, black and white) the atmosphere should hopefully become rather relaxing. The website will consist of 4 pages: an index home page (photo slideshow), an about page (about the product), a campaign page (about the "golden ticket"), and a contact page.

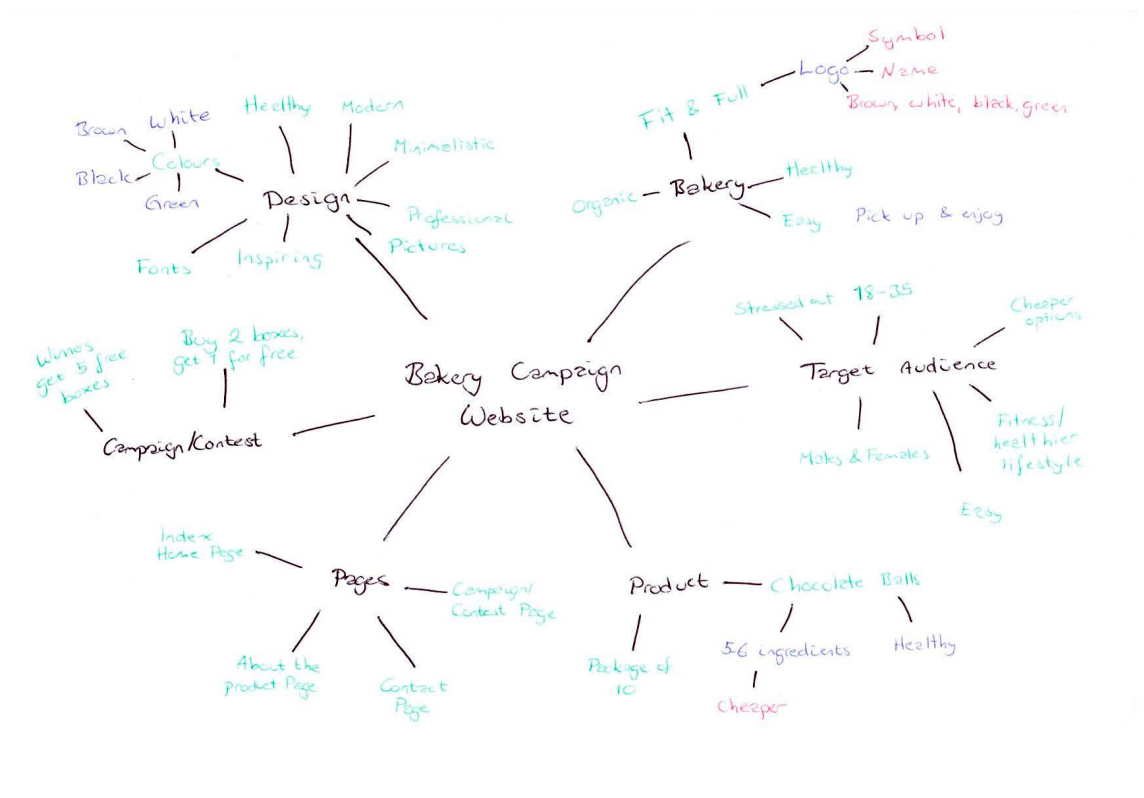


Sitemap - *Graphic Design School* explains that “careful planning will save you considerable time”, and thus “your first step should be to plan your site out in a sitemap. The main purpose of this is to carefully plan out the site’s architecture,” and such a map will suggest what the “website sections, main subsections, and navigation routes between pages” (154) will be. Since this is a fairly small website, the structure isn’t very complicated, but it was still nice to get it down on paper.



Briefing Form - As a Learning Activity we had to create and answer a briefing form with 10 questions. I decided to use Fit’n’Full for this activity. In addition to what I have already explained (target group, design, concept), this form points out that the website should also include contact information, pictures and information about the campaign. The design should be calming and inspiring, and should tell the customers that it’s quick and easy to make a purchase at the bakery - so they can always finish their busy day relaxing with their products without feeling “guilty.” It should also not be an issue understanding what they wish to display, so the chocolate balls should be the first one sees.

Mind Map - My mind map is fairly straight forward, with everything based on the topics Design, Bakery, Target Audience, Product, Pages, Campaign/Contest. This helped me get all my ideas down, and getting a clearer idea of what I wanted the website to be like.



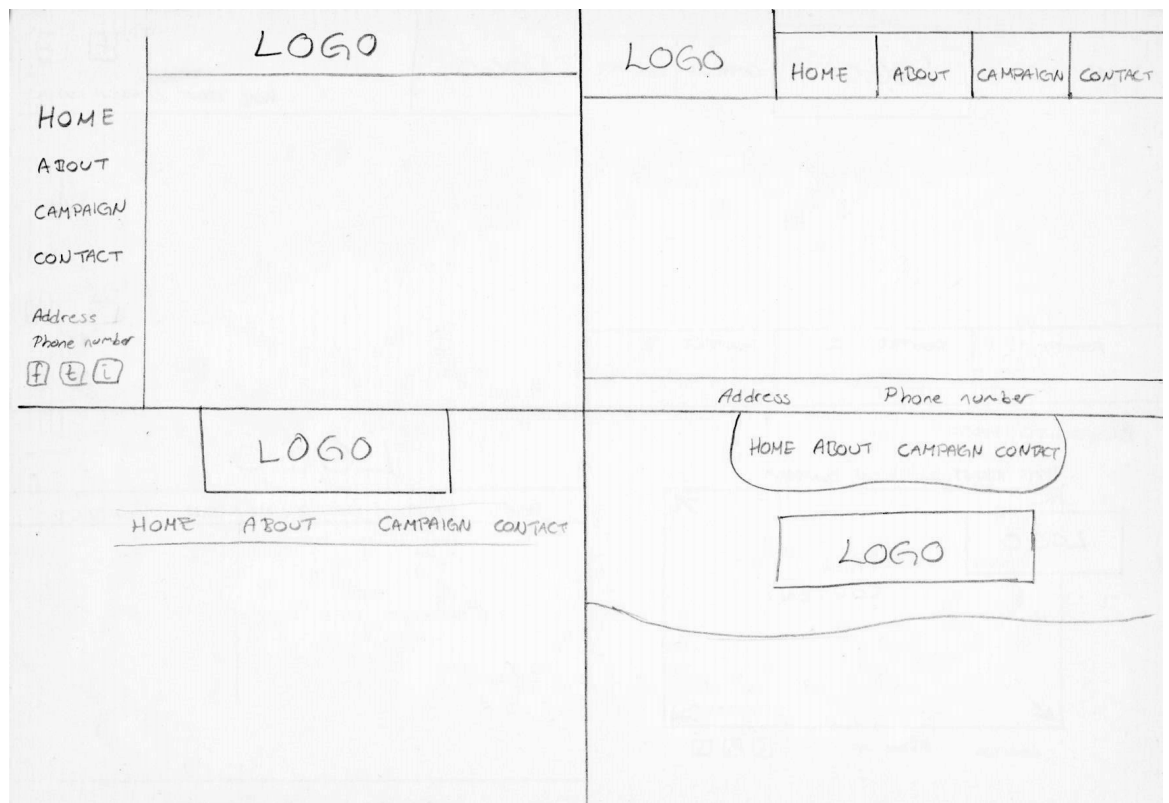
Moodboard - Since I quickly knew I wanted this to be a healthy bakery, I always had focus on a green, healthy look, so my moodboard was in many ways affected by this. This helped me remember my colour palette, as well as giving me inspiration in relation to the design in general.



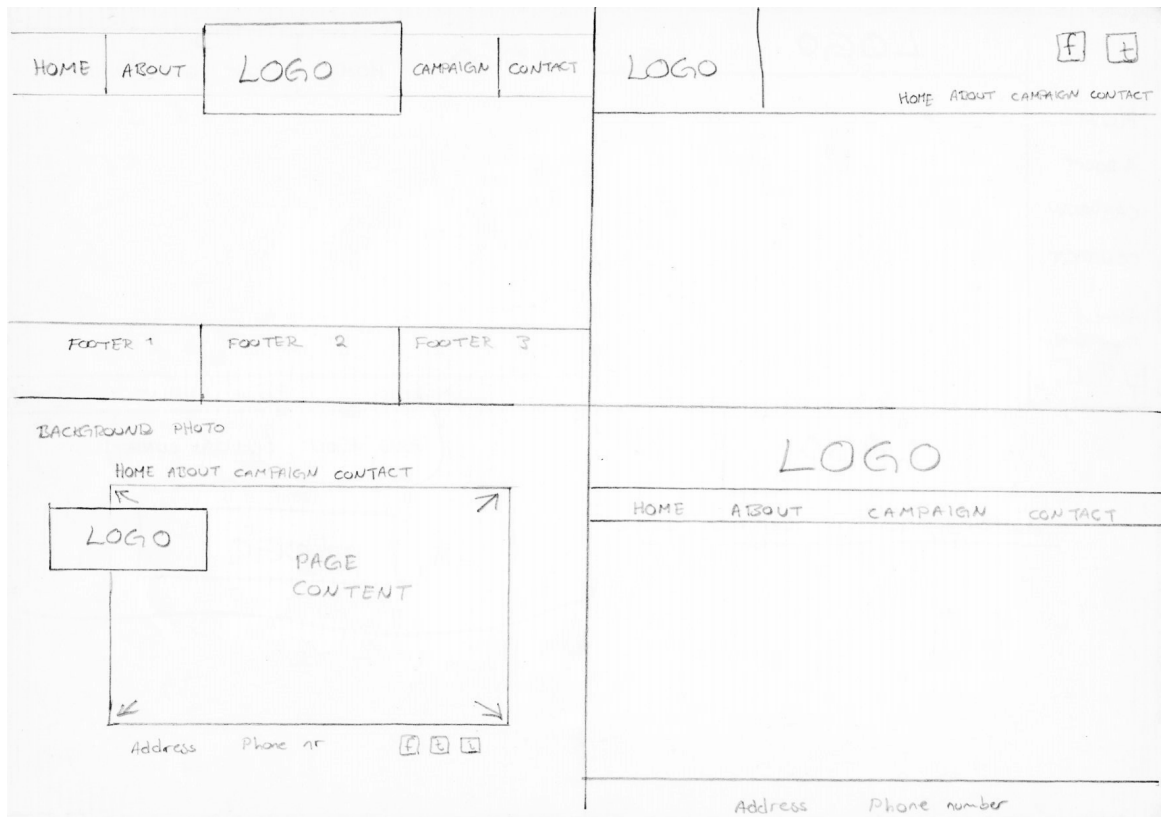
Coming Up With Ideas

Based on the websites I saw in my research, I tried out a few layout ideas in the first process.

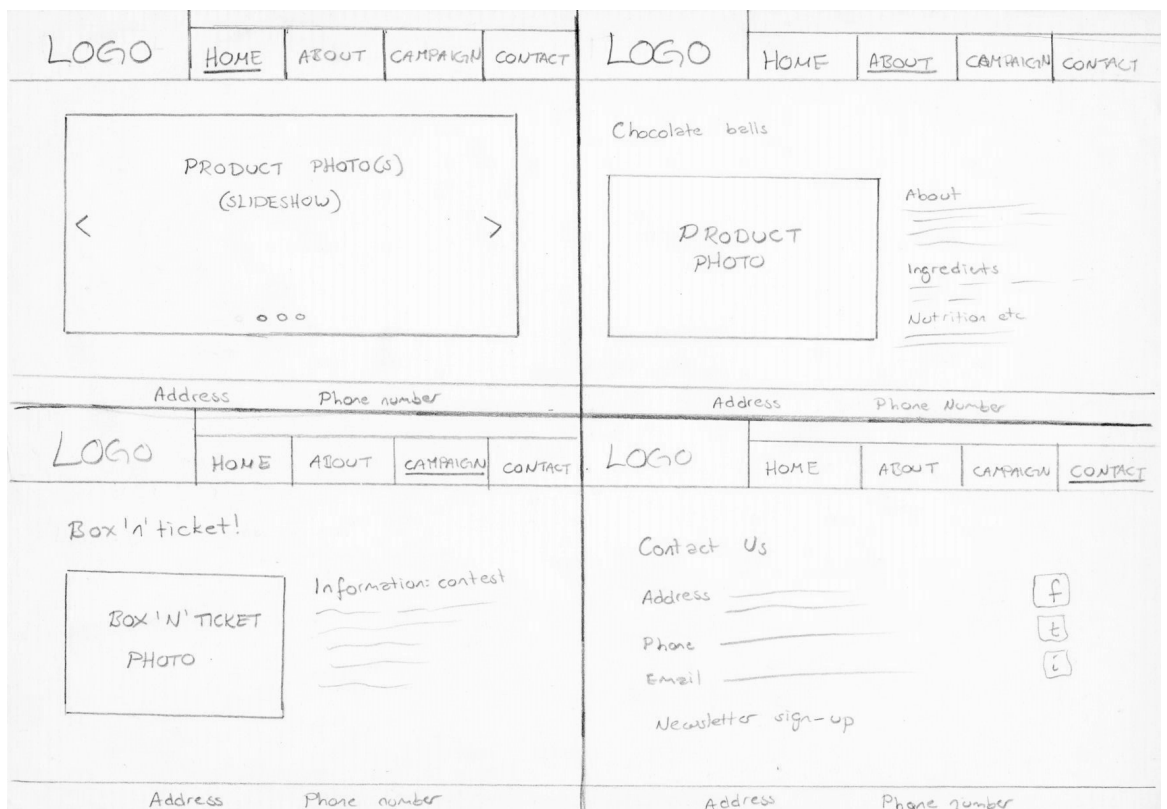
Sketches - Since I prefer doing my initial sketches by hand, this is what I did this time as well. As one can see here, I have tried a few different placements for the menu bar and the logo; mostly with a horizontal menu bar, but also vertical.

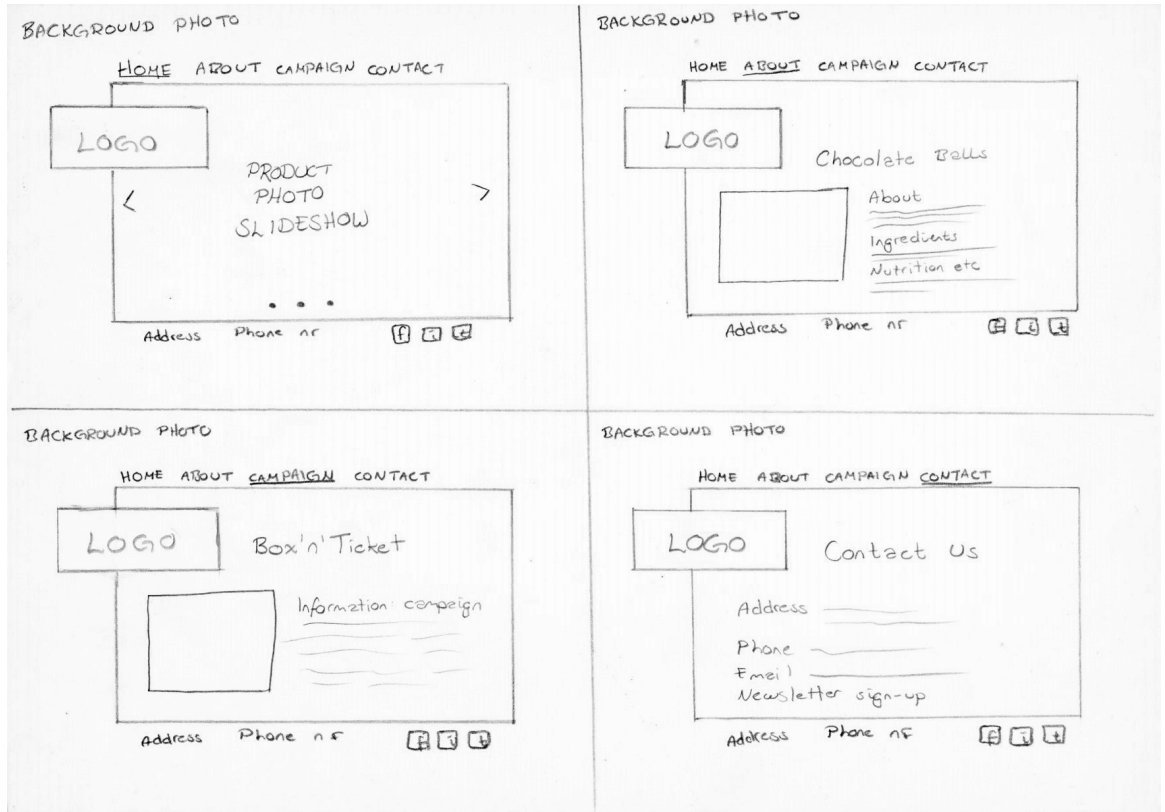


I did, however, quickly realise that I prefer a horizontal menu, as this is what we usually see when entering a website, and thus kind of expect to see. This way I also feel there is more room for the actual content below. I also like having the logo towards the top of the screen, since this should be one of the first things people see when entering the site. This helps establishing who's website it is, and also gives an idea of what to expect from the website.

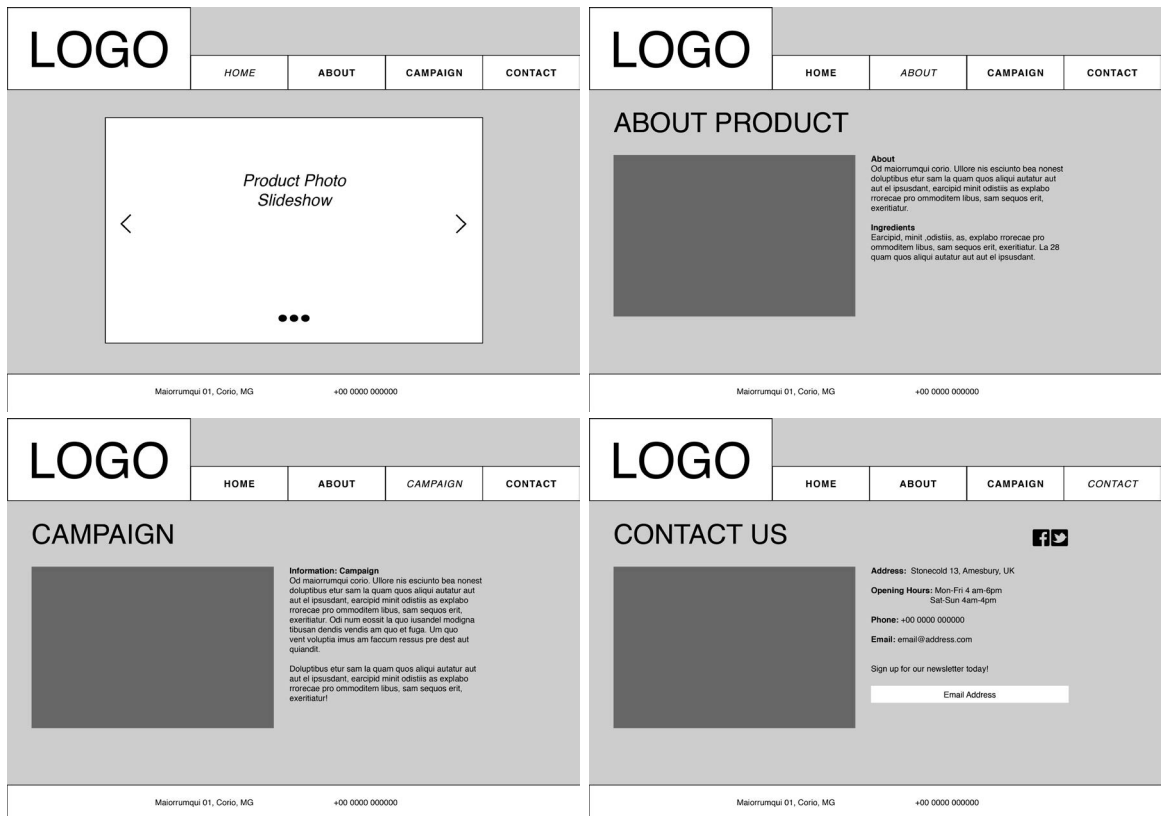


I then chose two of my favourite ideas from these sketches, and tried out the layout for all four pages I need to make.





Digital Sketches / Wireframes - I then brought these two ideas with me into InDesign to see what they would look like on screen. I kind of liked this first idea because it was very minimalistic, and definitely managed to keep the focus on the product and other content of the website. On the home page you would immediately see what product was displayed, and the menu is so easy that it would never be an issue finding your way around.



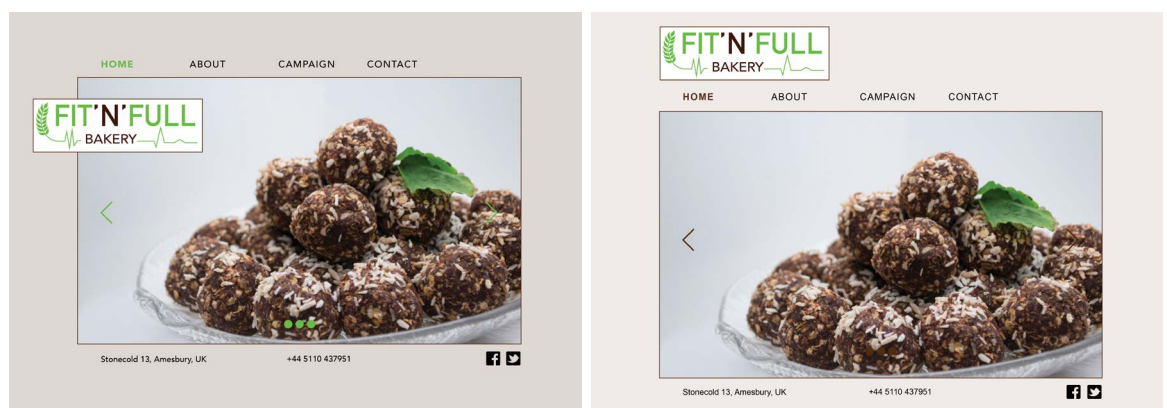
This, however is the idea I ended up working with. In some ways it is a little similar to the other layout I tried, but I think there is even more focus on the main content of each page here, as it is more clearly separated from the menu and footer.

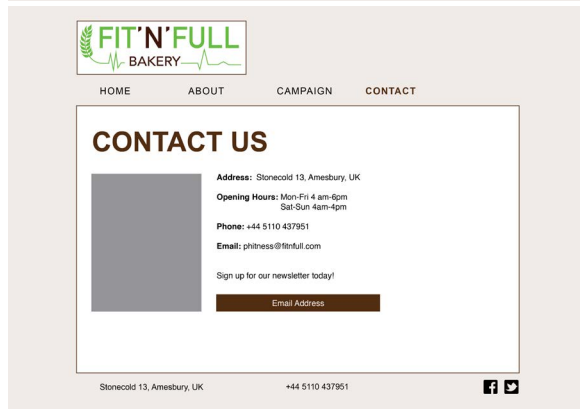
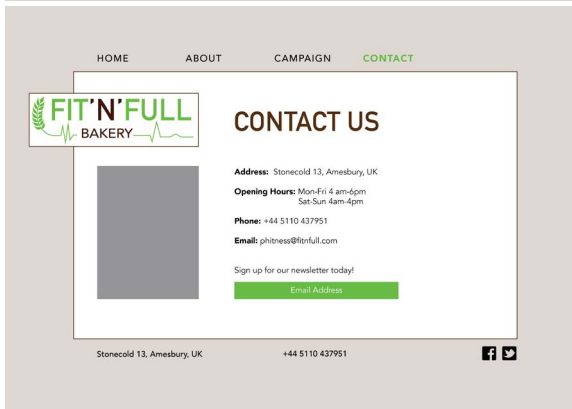
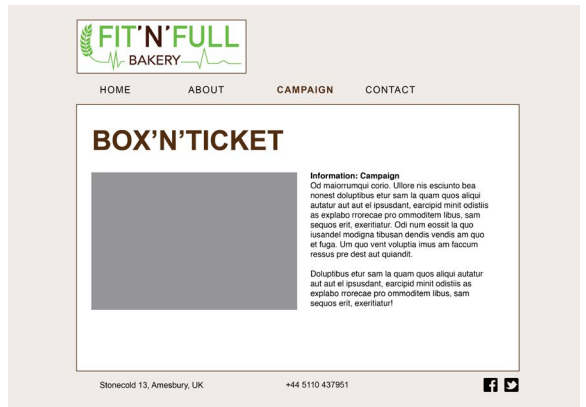
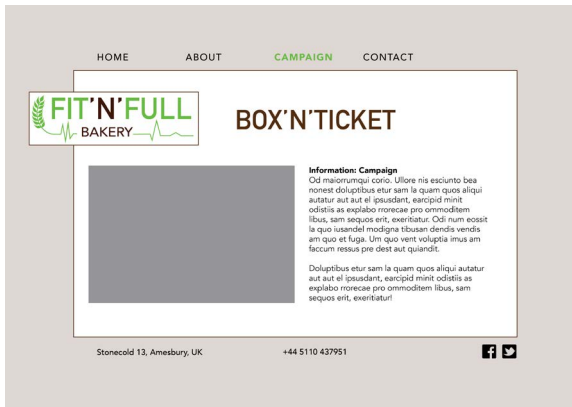
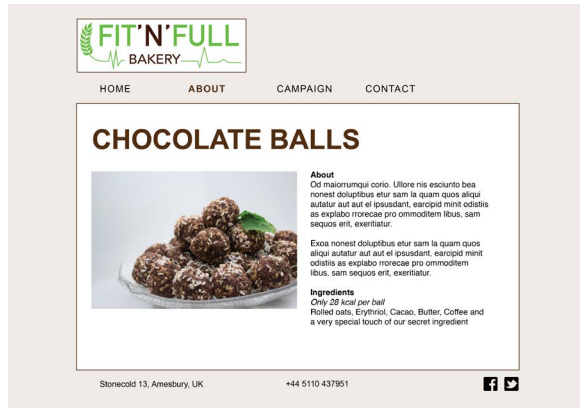
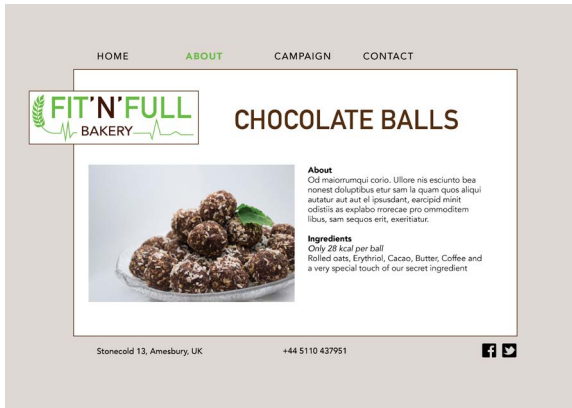


Inserting photos and adding colours, I uploaded this to the forum on Moodle to get some feedback, and I was recommended to make the background a little brighter, as well as making some elements brown rather than green. I was also made aware of maybe running into some issues with the placement of the logo as it was.

The background is based on the brown in the logo, only made brighter - and I made it even brighter after getting my feedback (see below). I also changed the green elements to brown, and finally tried moving the logo to the top of the page instead. I immediately saw that this helped in several ways: One, it gave me more room to work with the content on each page. And two, it made it a lot easier to actually see the logo first.

I also changed the fonts I worked with after the feedback, and made sure this was a web font, as this wasn't something I had thought of before that. This font works with the font of the logo as well, which I think was very important.



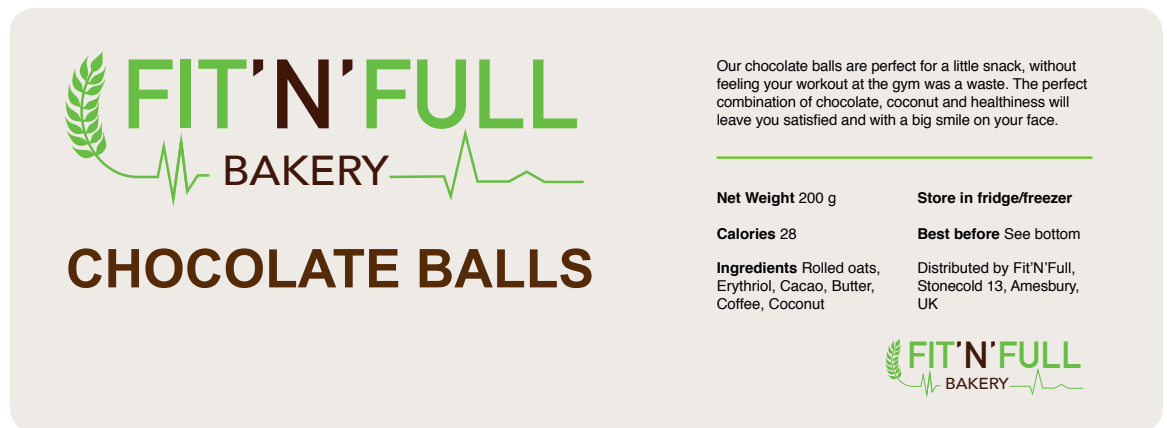


Logo - For the website I have created a logo, starting out as sketches by hand, and then moving on to Illustrator to do it digitally.



The logo has a minimalistic look, and uses the two colours brown and green. The fonts used are called *DIN Alternate* and *Avenir*. In addition to the name, there is a heart rate line and grain, emphasising this being a bakery for people interested in health and exercise.

Label and Golden Ticket - In addition to a logo I wanted to make a label and the ticket that comes with the campaign. I decided I wanted the chocolate balls to be delivered in jars, and was so lucky when I found some jars that had lids with almost the exact same colour as the green in my logo. Based on this, I made a rectangular label, which I sort of divided in two parts. On the one part I put the logo and the product name - this way the customers will quickly see what it is on the shelf. On the other part is information about the product, as well as a smaller version of the logo. The background colour is the same as on the website, and so is the font used, Arial.



For the lid, I made this design fairly easily, by using the same information as on the “front” of the label.

The “Buy’n’Win” Campaign ticket is in the same size as the label for the lid, as this is where it will be hid. And again, the fonts used are the same as on the labels and on the website, and the logo is placed here as well, to make sure the customers are never unsure of where they bought them. I think that’s a very important part of brand building; using your logo on a variety of items and places, so that there is never any question as to who is behind it.



Even though it wasn’t a requirement in the assignment to make all this, I think it only helps me build a better website in doing it. This way I could get photos of the actual product as it would be sold if it were a real project.



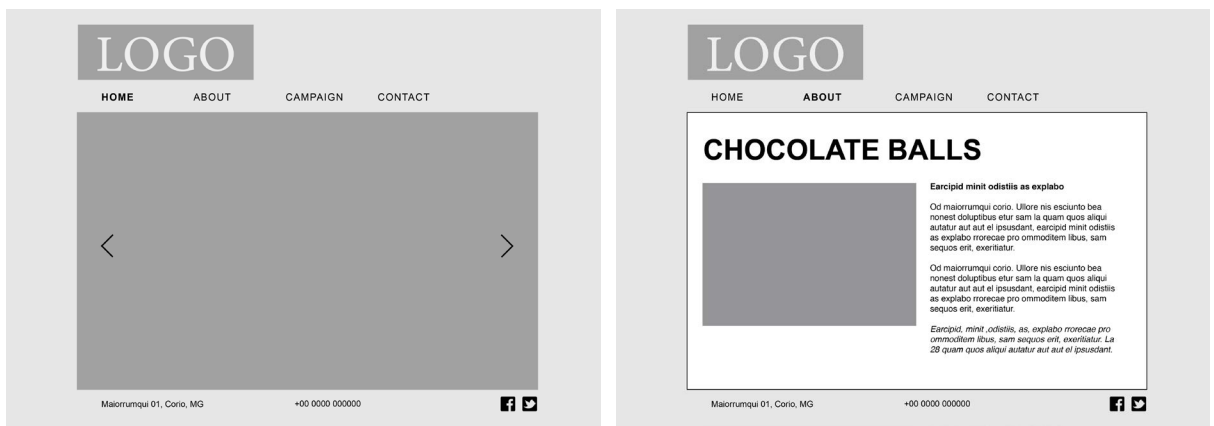
DESIGN CHOICES

Style/Genre

The goal was to create a website with a modern and healthy look. I believe I have accomplished this by using the colours I have used, and having it as minimalistic as possible. The website should give the visitors the impression of this being a healthy bakery.

Layout/Design

The actual layout is consistent over all pages, with the logo on top, a horizontal menu below, the main content inside a frame, and then a footer at the bottom. This makes for a website on which people should be able to find what they expect from page to page based on the other pages. I have aligned the logo with the “content frame”, the “Home” button in the menu with the content heading and photo(s), and the Twitter logo is aligned with the right side of the content frame. This way, there is some structure in the layout, that also gives some variation for the eye, which I think is important.



Typography

Even though it seems to be a never-ending debate whether sans or sans serif fonts are best for screen (or if it doesn't matter), I decided to use a sans serif font for the design. I personally do agree that these fonts work very well on web, and since a sans serif font is what I used in the logo, I wished to bring this over to the web design as well.

Webdesigner Depot argues that sans serif fonts are “Modern, Minimalistic, Magnificent,” so since I wanted the design of this website to be both modern and minimalistic, I think this was a good choice. I tried out quite a few fonts at first - e.g. Avenir and DIN Alternate which are used in the logo, but let go of this idea. So I later tried having Arial for headings, and Helvetica for body copy - however, as I put these up next to each other I saw just how alike they actually are, and decided to go with Arial only.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"#%&/()=?

According to *Fonts.com*, many people tend to believe Arial has its design roots in Helvetica, which explains the similarities between these two typefaces - however, it is in fact based on the typeface Monotype Grotesque. Arial was drawn in 1982 by Robin Nicholas and Patricia Saunders, and is now one of the most widely used designs. “The overall treatment of curves is softer and fuller than in most industrial style sans serif faces” (*Wikipedia*). I think the choice of this font was a good one - especially also because it is such a popular font it should always be available on any computer.



Photography

These are the photos I am planning to have on the website. The first six photos will be displayed in the slideshow on the home page, and will thus show the labels, the jars, and the actual chocolate balls - both when done and in the progress of being made, as well as close-up detailed photos. The two photos at the bottom will go on the campaign page slideshow.

When taking these photos I considered the light (set up a little “studio” in a shelf, and used natural light through a window) to get bright photos, and made sure the focus was right.



Colours

The colours used on the website design are based on those used in the logo, which again are sampled from one of my product photos. The brown is sampled from the cacao colour in the chocolate balls, and the green from one of the leaves. The green also symbolises the healthy part of this bakery, and is thus another reason for why I chose that colour. In doing that, it was of course important for me to have a green with high saturation, backing up the healthy, clean look I wanted it to have. The brighter brown is again based on the dark brown, but is made so much brighter it's almost got a more white look. However, using this in the content frame would have been too dark, and thus I used Paper for this. For type I used black, since this ensures best readability.

RGB	
R: 63	CMYK
G: 36	C: 45 %
B: 24	M: 82 %
	Y: 84 %
Web	K: 71 %
#3f2418	

RGB	
R: 229	CMYK
G: 223	C: 5 %
B: 220	M: 8 %
	Y: 9 %
Web	K: 7 %
#e5dfdc	

RGB	
R: 133	CMYK
G: 179	C: 63 %
B: 62	M: 0 %
	Y: 100 %
Web	K: 0%
#85b33e	

Black
Web # 000000
Paper
Web # ffffff

I think these colours are enough; this way we keep the focus on the content and product.

Elements

I have decided to use a slideshow both on the Home page, and on the Campaign page. This is to make sure there aren't too many elements or photos on these two pages, but at the same time I manage to show more photos. The map on the Contact page should be interactive, so people could click on it and navigate around (even though the address used isn't a real one). In the footer, I have interactive icons for Facebook and Twitter, which will lead the viewers to the bakery's social media pages.

I have however tried keeping elements to a minimum to create the minimalistic look I wanted.

Contact Information

Phitniss@fitnfull.com - The name Phitniss is obviously a play on the word Fitness.

Stonecold 13, Amesbury, UK - The Stonehenge in Amesbury is a very famous monument in the UK (which is why I thought of it; it doesn't relate to the bakery in any other way), but I played around with this and wrote Stonecold instead, because of wrestler Stone Cold Austin.

+44 5110 437951 - Looking back at the Stonehenge, the digits in this number are the first digits in the Stonehenge's coordinates.

SELF EVALUATION

Reflection Around Finished Product

Even though this is only the front-end design of the website, I think I have managed to so far create the look and feel I want. The product and idea of the bakery should be clear through the design, and the photos I have used are in good quality, which of course always is important.

The overall design with its elements, colours and typography looks good, and should manage to engage people. I think I have also thought through what technical issues I might get in the coding, and have worked around those to try and eliminate them (such as moving the logo from where I originally placed it).



Development and Process

The design is in many ways very similar to what I first had in mind from some of my sketches. The changes I have made since then have only improved my design, both in terms of the visual design, and also the technical issues. What has been my biggest challenge probably is to keep it as simple as possible, whilst also making it visually interesting. I have had to consider what elements would draw the attention of the viewer, and have had to work around that. This is something I feel I eventually managed to do with the design as it is.

Working on this assignment has made me realise just how much work actually is behind every website; and this is before doing any coding at all. Since I'm fairly confident in InDesign by now, the front-end design wasn't a technical problem for me, but I'm excited to see how the coding for the back-end design will go. I do however know that there are many tutorials on Lynda.com that will aid me, and I'm hoping I will get the result I want.

I do think this assignment so far has been interesting. It was a very open assignment where I was able to decide a little myself what I actually made (labels, logo, etc.), and that is something I think has been very fun. Will now be looking forward to starting the back-end design and see what I can learn from using Dreamweaver.

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