



Angel Cakes



Existing Brochure

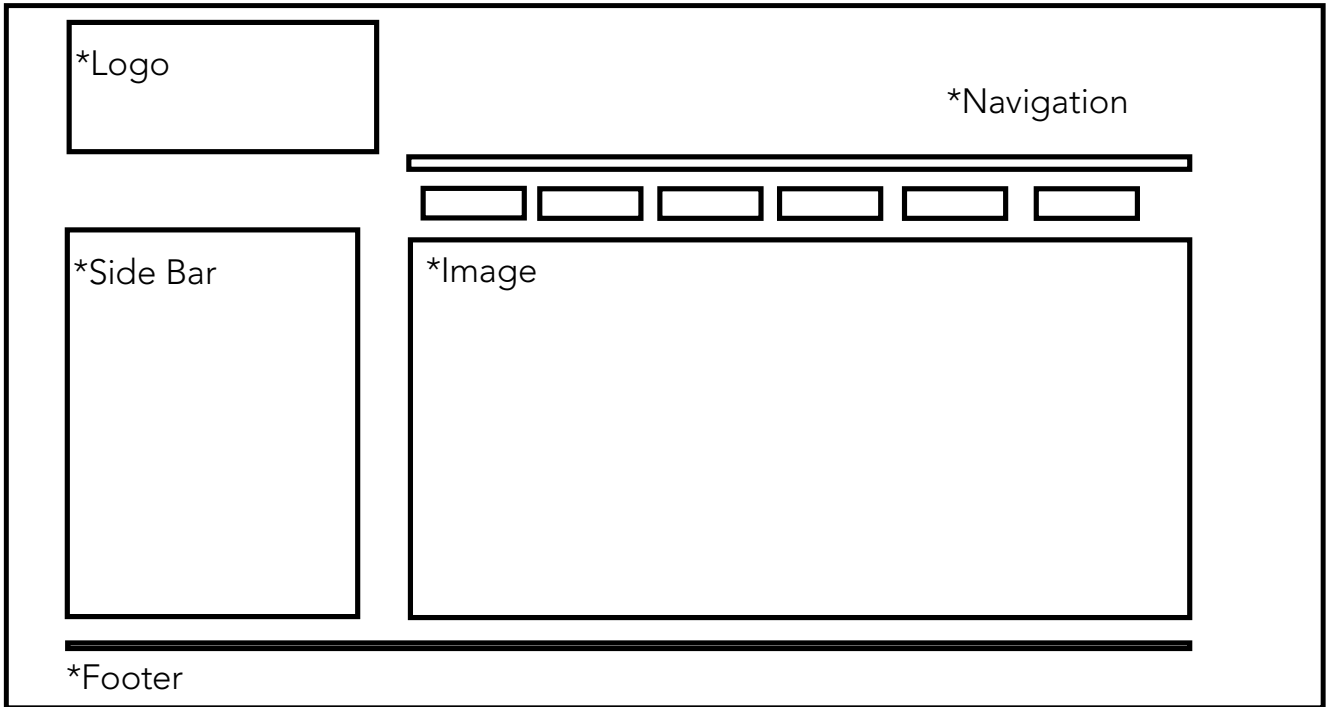
OBJECTIVES

- + Clean and Simple
- + Branding as a Designer
- + Keeping the Existing Logo
- + Photo Gallery
- + Adding Personality

Angel Cakes

Angel is a mother of two who enjoys baking. She once baked a cake for a friend and Angel Cakes was born. She has been using “myspace” to utilize the web for clients. Due to growth of her clientele a website was needed to continue to serve effectively and grow. With this new site, all of the content had to be produced.

The objectives for this project were as follows; creating a clean, simple design using photos of her product as the focal point, branding her as a Cake Designer not a baker, developing a blog that provides an area to be personable, and to create a gallery that displays her cake designs. The audience is a modern woman that wants quality bakery items.

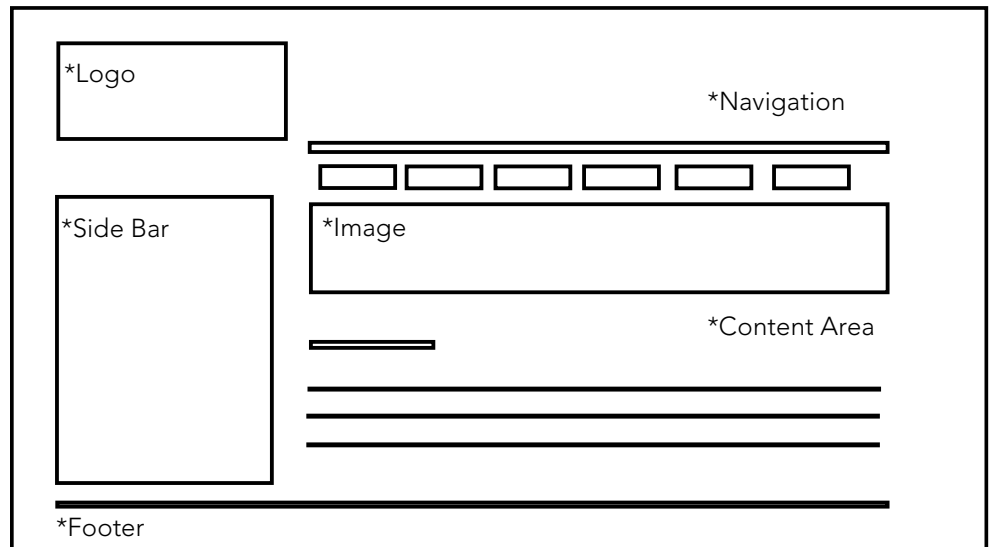


Home Page

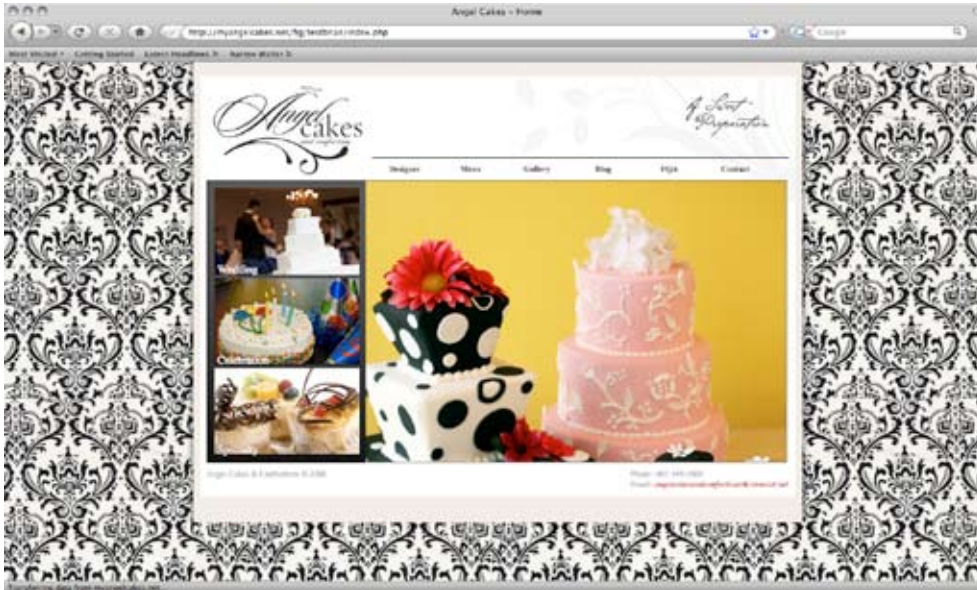
SITE MAP

- *ANGEL CAKES
 - + Home
 - + Designer
 - + Cakes
 - + Gallery
 - + Blog
 - + Contact

Wireframes



Interior Page



The site was created with HTML, CSS, Flash and PHP.

Final Concept

Because all of the content was newly created for this site and Angel Cakes had a lot to communicate, the major challenge for the site design was minimizing and organizing the content. To allow Angel Cakes to stay current and display the work of her choice, I created a user-friendly photo gallery and a solution that allows her to update her own images. The design was chosen to compliment the existing logo and exudes an elegant, timeless sensation which epitomizes the spirit of Angel Cakes. The color black is both formal and elegant which compliments the overall goal of her image.

The user-centered design layout effectively organizes the new content into small bits of information for the user to understand. Using a neutral base allows the colorful photographs of her product to pop and draw the full attention of the user.

Establishing a simple, clean interface to interact with the photo gallery allows easy access to Angel Cakes' products and provides users the ability to quickly view each of the designs. Using flash and xml gives the user a faster load time. The gallery features all types of cakes. It is representative of wedding cakes being a large portion of her business but also displays the other creative cakes and bakery items available.