

## Final Project Proposal

For my brand website I would like to create a site based around cooking. I was thinking of having my subject be my partner who has a personal beloved history of cooking. I wanted to capture his love for making good food with a website that shows off the dishes he likes to make. I wanted to include recipe cards, notes on how to avoid common mistakes, a fake cookbook that he could “sell” and even the history and cultural significance of the dishes he likes to make.

My inspiration is based on a few content creators that my partner watches. He enjoys watching videos on these creators making different dishes and how they make them “easy”. I wanted to create a brand that makes him like one of those creators and have sort of a blog element to it. I can make a logo and capture images of the food he makes to include. For the format I was thinking of having a main landing page with a sort of menu to navigate different categories, each category would have their own page in sort of a recipe card style. I will also include his bio that tells a little about his history in cooking.