

Final Project for WEB 2

My final project will be a site for a brand I'm already working on for my graphic design BFA project, a Filipino dessert shop/cafe called "Mama Nini", named after my mother's nickname, "Nini" being a term of endearment for the youngest daughter in Tagalog. My color scheme includes colors commonly associated with Filipino flavors like mango-yellows, purples for ube and green for coconut. I am enthusiastic about this concept as a project as I think it would be good to support my portfolio's case study and material I already have for this brand, and my idea for it initially was based on combating the recent trends in Asian desserts in America and how people enjoy these things without thinking of the culture or people behind the consumable products, so this is also a personal project for me.

I already have elements for my brand including color palette, photography, patterns and other design elements that I can apply to my site. I will be using Lato as a neutral body typeface with a lot of variations along with a typeface I've sourced from a Filipino designer that mimics local signage in family-run Filipino storefronts. I plan on having three pages besides the home page, one being an online menu, one for the history and mission statement of the brand, and one for special events, which I've also made some collateral for already. This page would have some content about a fundraising event that the shop would hold in support of autistic youth in the Philippines, advertising that a portion of the proceeds would go to Autism Society Philippines, which I would link this page to. I would like to have some carousel elements and a map for the location.