



Hawaiian Fruits- Concept Note

THE NAVIGATION SCHEME:

The main links are below the header. Two consist of drop-down menus which are FRUITS and RECIPES in which you can download or view recipes such as alcoholic and non-alcoholic beverages, cakes, pies, and breads. All of the recipes pages contain PDF printable recipes for the users. I used five links at the top of the page will include: Home, About Us, Fruits, Recipes, and Contact Us. Through-out the site you can learn about the foundation of Hawaiian Fruits, you can learn a little about the pacific island culture, and you can also get recipes.

On the left of the page is the sub-nav sidebar.

There you can either fill out the form to contribute a recipe or you can do a quick recipe search using the javascript pulldown menu.

THE FEEL/THEME OF THE INTERFACE:

Typography, graphical elements and/or themes-

When I was doing a competitive analysis I noticed that there were not a lot of simple, knowledgeable sites on information of fruits. I took this idea and ran with it. Because Hawai'i is naturally gorgeous and full of life, I wanted to elaborate on the brightness of the "rainbow" state. So with that being said, I used a lot of citrus colors and vibrant pictures to give you that feel of the islands. The text is small 10px because I wanted to keep the whole frame of the site "compact and sweet". I placed an image of a pineapple and a papaya in the corner of the template for every page. Small Hawaiian flowers linger over the text header for the Hawaiian feel. The web site has the appropriate images to bring you into to the aroma of the site.

Colors-

The main color of the site is orange (#ff9b05, #ffd69c) and white (#ffffff). Orange for citrus- being that Hawai'i has orange citrus and the color represents sunlight, sunset, happiness, fascination, stimulation, attraction and much more - which all fit in well together with Hawai'i's paradise islands.

THE LOGO:

The logo that I designed is a text logo that says Hawaiian Fruits with a few white Hawaiian flowers hanging off of the side.