

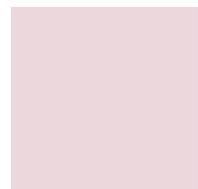
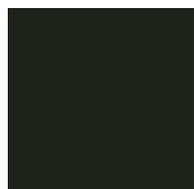
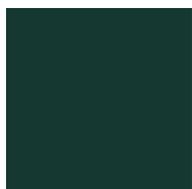
## Hayley Eubank – Artist’s Statement (Intermediate Web Fall 2017)

I was tasked with researching some of the top 20 Dallas design agencies and their corresponding client categories to create a new service website similar to the clients the agencies have worked on.

I chose Matchbox Studios and RBMM to further look into because of the overall aesthetic and quality demonstrated in the restaurant field. I researched Matchbox Studio’s Good Union BBQ and RBMM’s Go Loco brand identity, as well as other restaurants such as First Watch and Bistro 31 Dallas. I picked these clients because of the overall hip and industrial feeling, as well as the focus on typography and color, all things similar to what I wanted to portray in my website.

I created my website using Adobe Dreamweaver to write the HTML5 and CSS3 code, as well as Adobe Photoshop and Adobe Illustrator for graphics. This form includes new HTML5 features such as articles, asides, figures, sections, and the footer tag. CSS was used to create a 12-column layout and size all elements appropriately. Illustrator was used to create the logo to identify my restaurant as “Sous Vide”. Images were optimized by using the “Save for Web” function in Photoshop. There is a [jQuery automatic slideshow](#) on the index page, as well as [hide/show animation functions](#) (and [here](#)) for the gallery page sections.

While I appreciated the color palettes I found in my research websites, I chose to go in a different direction for my own. My research revealed that warm colors and earthy tones are better for restaurants because they invigorate the appetite and create a calm atmosphere. Therefore, I chose to go with deep greens and neutral browns for the majority of the site, with salmon accents.



My target audience falls between 18-30 years old. There are slight industrial themes in my website that plays to the contemporary and hipster aesthetic many people in that age bracket enjoy. The restaurant is hypothetically situated in the Dallas Arts District, serving a younger, more cultured crowd. As a brunch restaurant, Sous Vide offers a novelty experience, drawing in the crowds searching for a nice plate of food to feature on their Instagrams. With the limited operating hours and high-quality locally-sourced food, there's a certain exclusivity surrounding the business that draws in the affluent millennials ready to get their fix of kale and avocado toast.