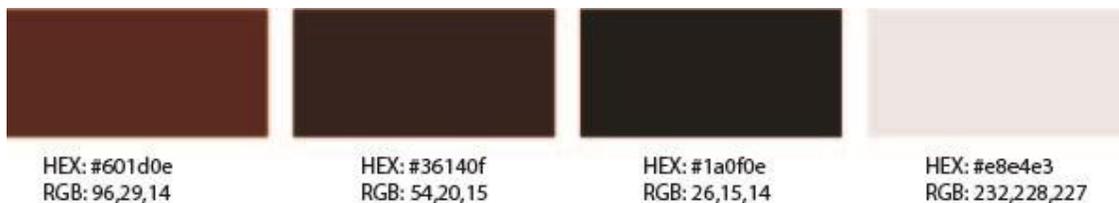


Artist Statement

The challenge was to create a website for a new company and demonstrate front end design skills. I began with initial research to pull inspiration from top Dallas agencies, I chose calibercreative and tracylocke. Their web design and advertising design inspired my café business because of their font and color choices that caught my attention. I also pulled inspiration from other coffee shop websites such as Starbucks, four barrel and others because they cater to an audience that I would want to attract to my site. The vibe I wanted for my website was modern rustic that would appeal to a younger hipper audience.

For my color scheme I was heavily influenced by Starbucks and Four Barrel's website. They feature dark colors that gave a sophisticated and appealing look to the site. From my research the majority of coffee shop websites tend to stick to darker colors because they are affective at creating a appealing site as well as attracting a certain audience. I used darks browns as my primary colors and used white and an eggshell white as an accent.



I created this website using Dreamweaver, HTML5, CSS3, Photoshop and Illustrator. The form includes new HTML5 features such as the email type and the required attribute. I used the CSS code to create multiple columns and jQuery to create a slideshow effect. The logo was created using Illustrator to state the name of website rise and grind coffee bar. The images are all optimized by using Save for Web in Photoshop.

Diana Rocha
Intermediate Web Fall 2017

I used an automatic slider using JavaScript from W3schools for my index and menu page. I also added a roll over affect to the images and used a parallax on my catering page.

- https://www.w3schools.com/howto/howto_js_slideshow.asp
- https://www.w3schools.com/howto/howto_css_image_overlay.asp
- https://www.w3schools.com/howto/howto_css_parallax.asp