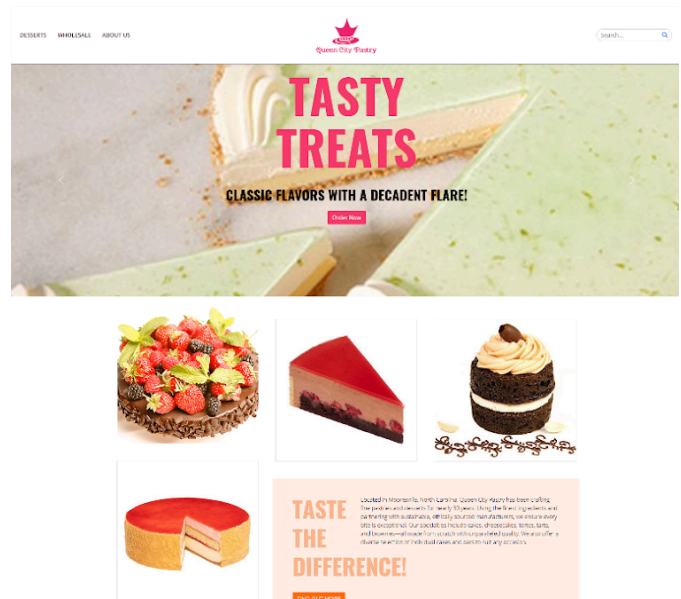


# Website Design: Queen City Pastry

Involving extensive product photography and taste tests, the Queen City Pastry website redesign was a sweet treat!



Concurrent with a project to revise and update the Queen City Pastry logo, the website project began with research to review the design styles and elements present in competitor and industry websites as well as favorite sites identified by the client for preferred styles and direction.



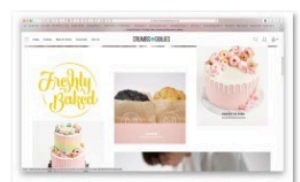
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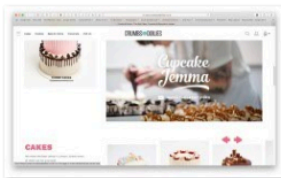
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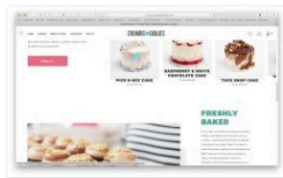
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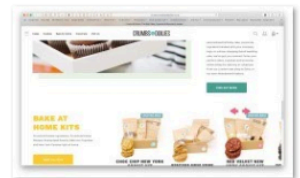
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Screen Shot 2021-04-01 at 12.43.03 PM.jpg



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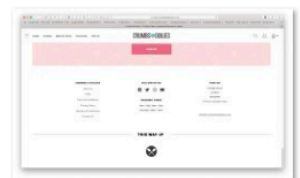
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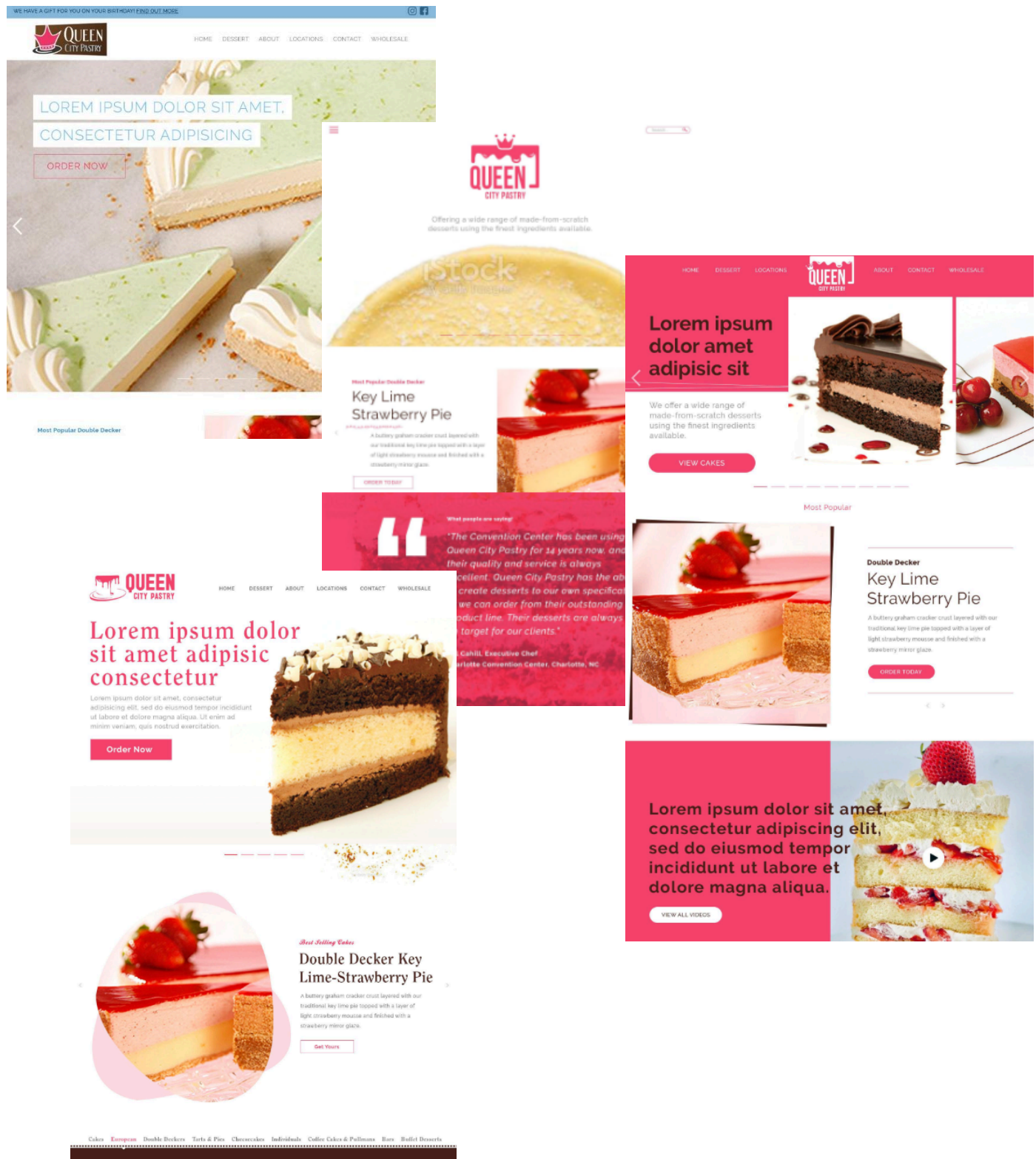
Portfolio Sample

Ryan Moore

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Portfolio & CV Online At [Ryan.MooreCreative.com](http://Ryan.MooreCreative.com)

Website design concept rounds focused mainly with revisions of colors, image sizing and whitespace ratio, especially for interior pages with colorful cake products. Logo versions also changed as the project progressed



Portfolio Sample

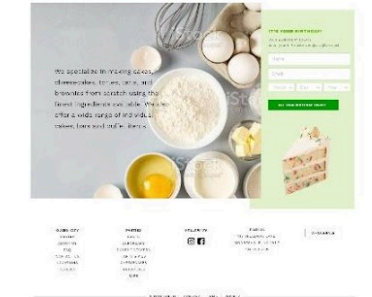
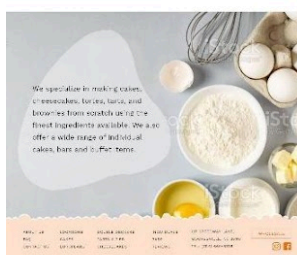
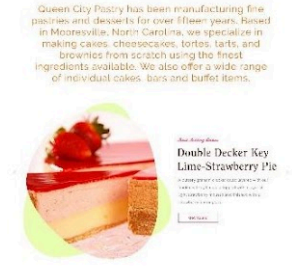
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Later rounds of revisions and mockups utilized similar sections of content but varied the presentation with solid vibrant colors or light pastel colors. Menu placement, Image header rotator and inset image treatment and font sizes for messages also varied between concepts.



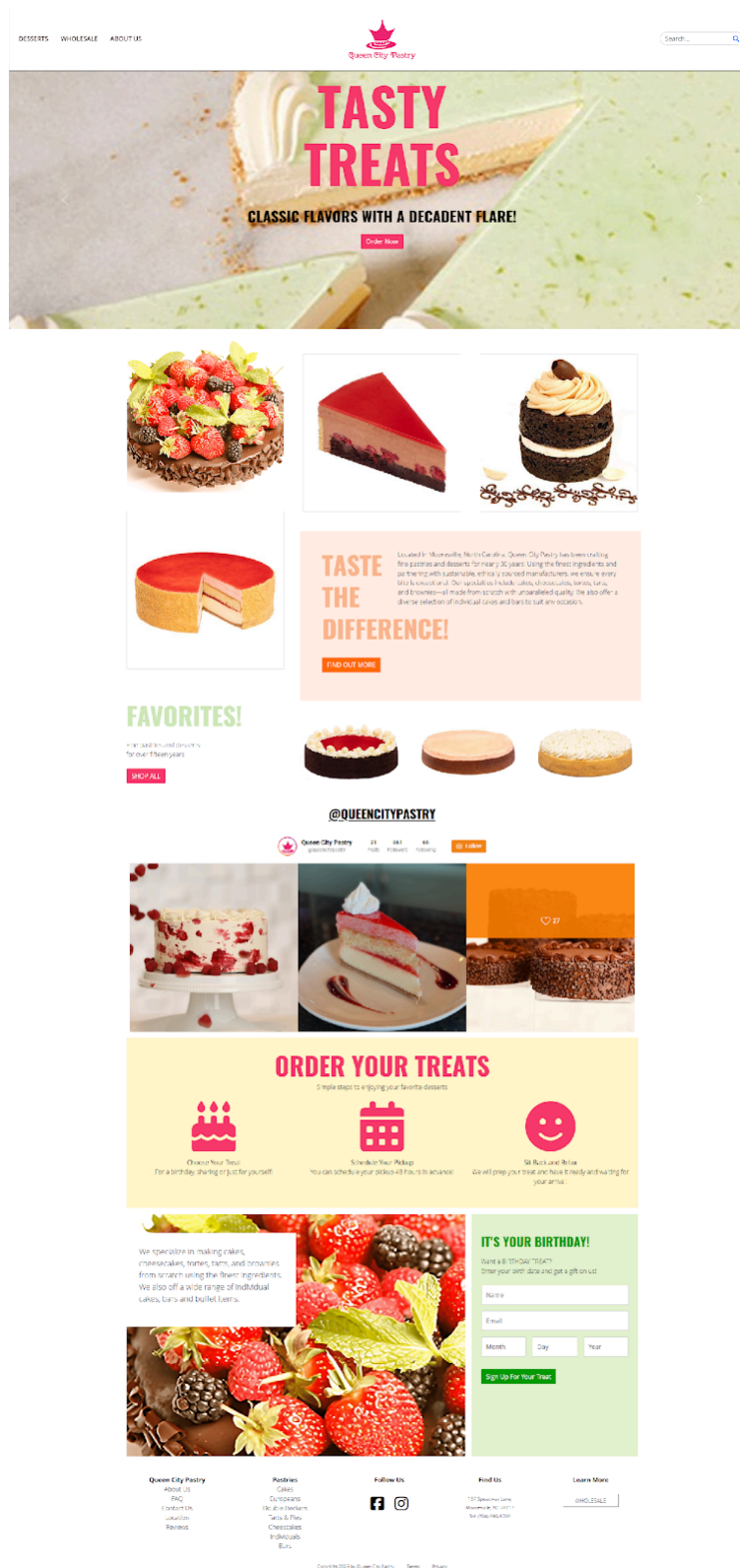
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The final version of site design satisfied the client's desire for open white space and color accents which allow the variety of visually appealing products to stand out on the page.



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