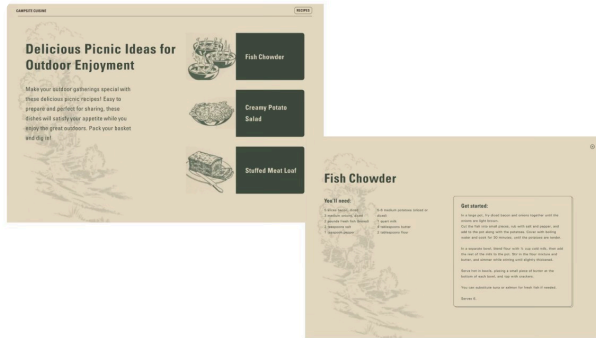
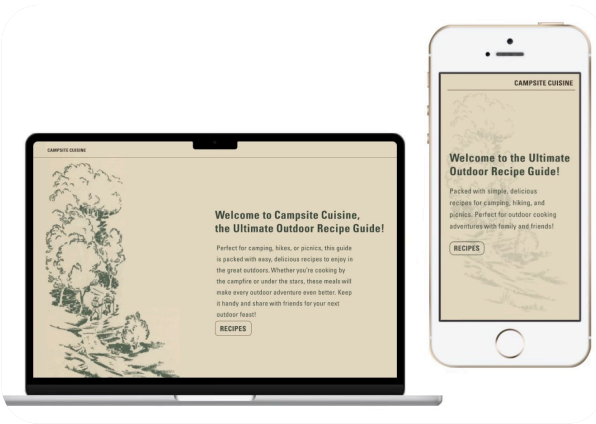
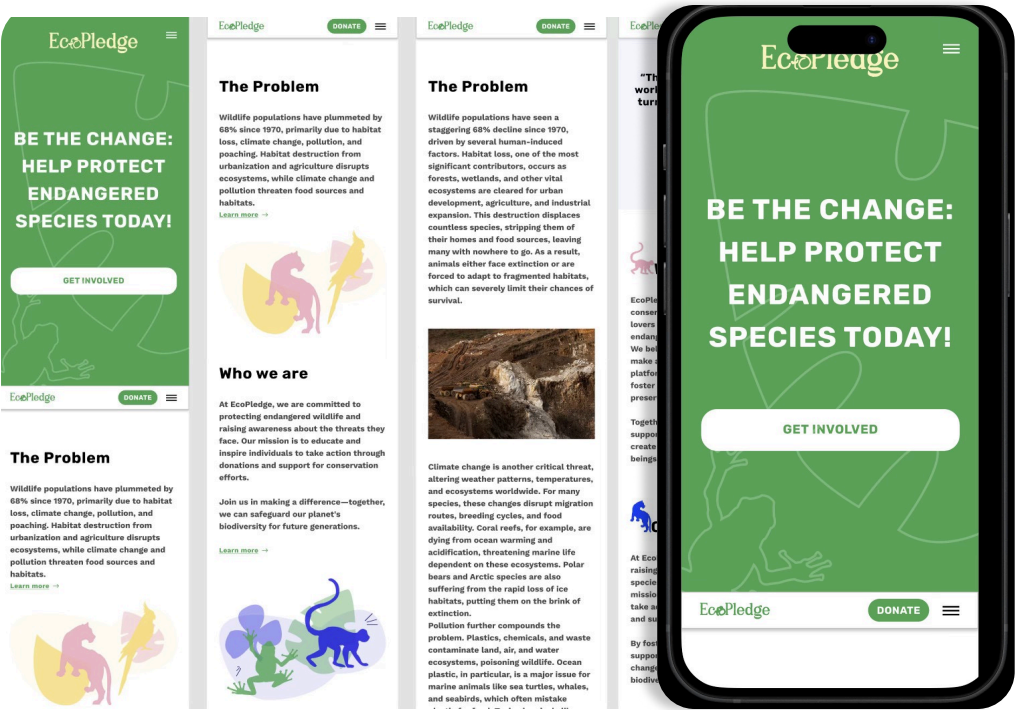


From Visual Design & Branding certificate (SuperHi) - brand identity, moodboards, and visual direction



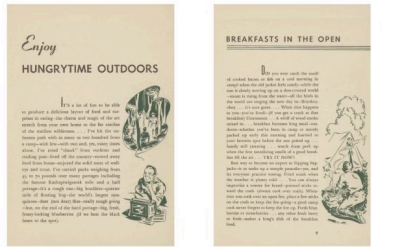
Project Presentation: Campsite Cuisine

Campsite Cuisine is a dedicated platform designed to inspire and simplify outdoor cooking for camping enthusiasts. The website serves as a comprehensive resource for delicious, easy-to-prepare recipes tailored for cooking in the great outdoors. Whether you're a seasoned camper or a novice adventurer, Campsite Cuisine is here to enhance your outdoor dining experience.

Mission

Our mission is to bring people together around the campfire with mouth-watering meals that are easy to prepare and delightful to enjoy. We aim to foster a sense of community among outdoor lovers, encouraging everyone to embrace the joys of cooking in nature.

The project was inspired by a vintage camping cookbook from the 1940s, which captured the essence of outdoor cooking with simple design and colors. This cookbook inspired for both of these elements, my goal was to keep the same artistic direction.



Key Features

- 1. User-Friendly Recipe Database: Campsite Cuisine offers a wide range of categorized recipes, from breakfast to dinner and snacks, all designed specifically for outdoor cooking.
- 2. Preparation Guides: Each recipe includes clear instructions for both at-home prep and on-site cooking, ensuring a hassle-free experience.

Target Audience

Campsite Cuisine primarily targets outdoor enthusiasts, including families, friends, and solo adventurers who seek to enhance their camping experiences through delicious meals. Our audience ranges from casual campers looking for quick meal ideas to dedicated outdoor chefs eager to impress with their culinary skills.

Research

To inform the development of Campsite Cuisine, I conducted research on current trends in outdoor cooking and the preferences of campers. This included:

- Competitor Analysis: I reviewed existing outdoor cooking websites and digital cookbooks to analyze their content, user engagement, and recipe offerings. This helped me identify gaps in the market, such as the lack of a centralized platform that combines diverse recipes with meal planning resources.
- User Experience (UX) Design: I studied best practices in UX design to create a seamless user journey. This included analyzing navigation patterns, ensuring intuitive access to recipes and meal planning tools, and optimizing the site for both desktop and mobile users.

- Typography: I researched font pairings that evoke a rustic yet modern feel, ensuring readability while maintaining a connection to the vintage theme of the inspiration cookbook.

- Accessibility: I looked into accessibility guidelines to ensure the site is inclusive for all users. This included considerations for color contrast, font sizes, and alt text for images to support users with disabilities.



Things to Eat



Visual Design

The visual design of Campsite Cuisine draws heavily from the original vintage cookbook, using a color palette that reflects its nostalgic aesthetic. The colors selected include:

- Earthy Greens: Inspired by the natural surroundings of camping, these shades evoke a sense of tranquility and connection to nature.
- Warm Browns and Light Creams: These tones represent the rustic elements of cooking over an open fire, adding a cozy, inviting feel to the site.

