



HANS
& HELGA
BURGERS

Screen Design 3 - course Assignment

Siv Lillevik 17/3/2023

The website can be found here:
<https://hansundhelga.sivhansen.no/>



Introduction

In this project, I have created a web page that serves as an online menu for a small restaurant, Hans & Helga Burgers. The webpage is a single-pager, and is coded from scratch using HTML and CSS - no website builders are used.

Since this is a website coded from scratch, the emphasize has been on structure and styling – with the menu as the main focus, and easily findable contact details. Besides the focus on menu and contact details, the website is responsive – meaning that it should work on various different screen sizes.

About Hans & Helga

I chose the client, Hans & Helga, which serves German burgers. Burgers originates originally from both Germany and USA, and with German burgers, the toppings and side dishes, are different, but as far as I can see, the concept is not so different. Due to this, the emphasis on Hans & Helga and their business, not necessarily on the German burgers. I have tried to make a web page visually inviting and capture the atmosphere of Hans & Helga's restaurant with the use of images, spacing, colours and typography.

The brief does not contain any details about Hans and Helga, so the following are made-up

“facts”. The name, “Hans & Helga”, refers to the couple that runs the place. They have been in the restaurant business for several years, and with Hans & Helga Burgers, they live the dream of serving German burgers to the Norwegian people. Their vision is to share the German way of doing burgers – as in “not fast-food” – which is the American version, and all their burgers are made with the best ingredients they can get their hands on and with all the love they can manifest. Hans and Helga are calm and inviting, and they strive for a relaxed and home-cosy atmosphere in their restaurants.

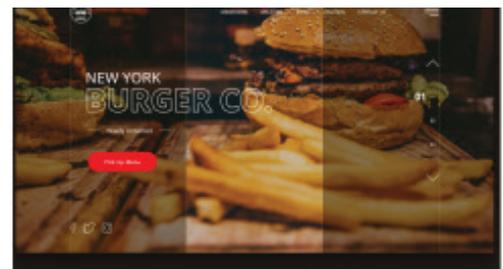
↓ This is Hans and Helga, the owners of Hans & Helga Burgers.



Research

The first step in developing a website for Hans and Helga is to see what's out there of other restaurants and competitors. I used Google to find inspirational images of both existing websites, website designs on Dribbble, and images of burgers and people that supports the home-cosy and relaxed atmosphere I'm looking for. I also found some fonts and colours that I liked. I put all of this together in a mood board.

↓ Moodboard for Hans & Helga Burgers, with websites, colours, typography and imagery.



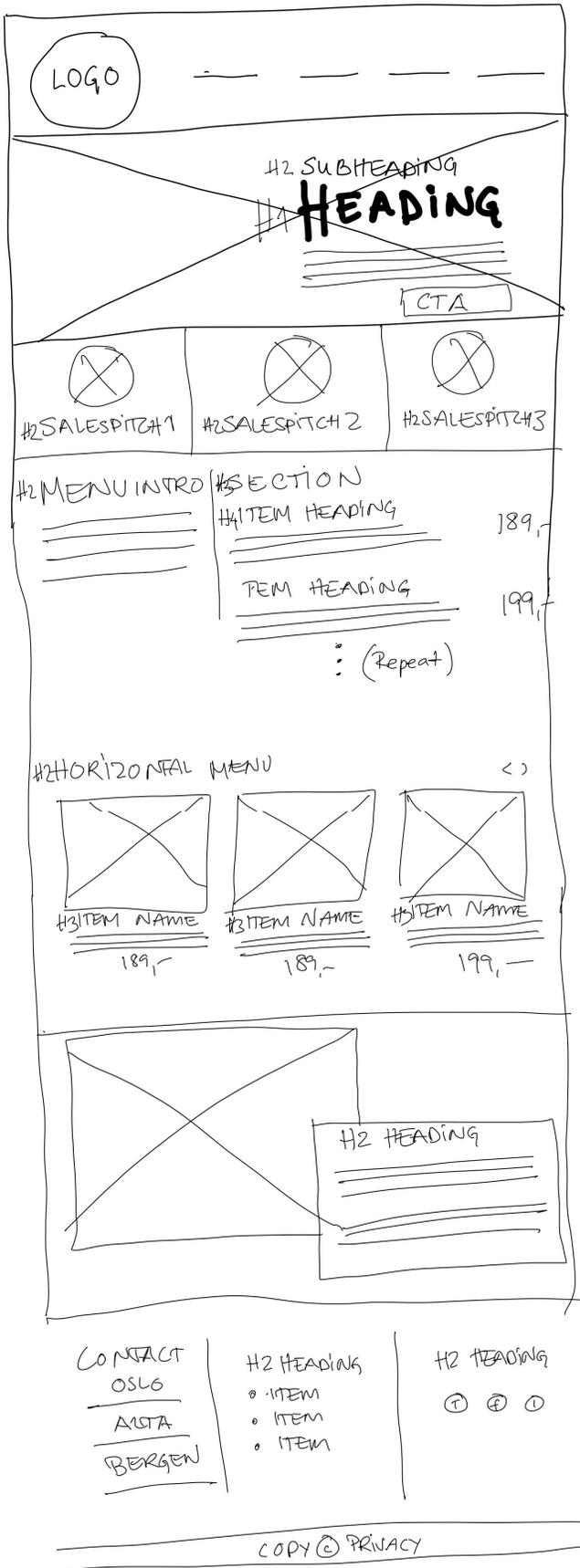
Hans & Helga burgers

No one shall be subjected to arbitrary arrest, detention or exile. Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him. No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks.



Wireframe and planning

The next step was wireframing and planning. I did some rough sketches of the page, and based on these sketches, I identified that I needed the following sections * header with logo and (main) navigation, * hero section with primary call-to-action button, * the menu in the main section, * the sideways presentation of (some of) the burgers a section, * a section for the presentation of Hans and Helga, and a footer with contact information, secondary navigation and social media, and finally, a small section with copy-right information and privacy policy link.



Resources and file structure

In this project I needed several images and graphics. I found stock photos of burgers and a nice couple who may be of Hans and Helga on Envato Elements. The files are listed in the appendix.

I also needed a logo for the restaurant. No logo existed, so I had to create one.

Since the focus of this project is not strategic design nor branding, I created a simple logo, using the company name and a cow. I also created a mini brand guide, with the logo in two versions, typography and colour palette. I also included a screen shot of their finished website, some images and graphics to showcase the look and feel for the brand. See brand guide for details.

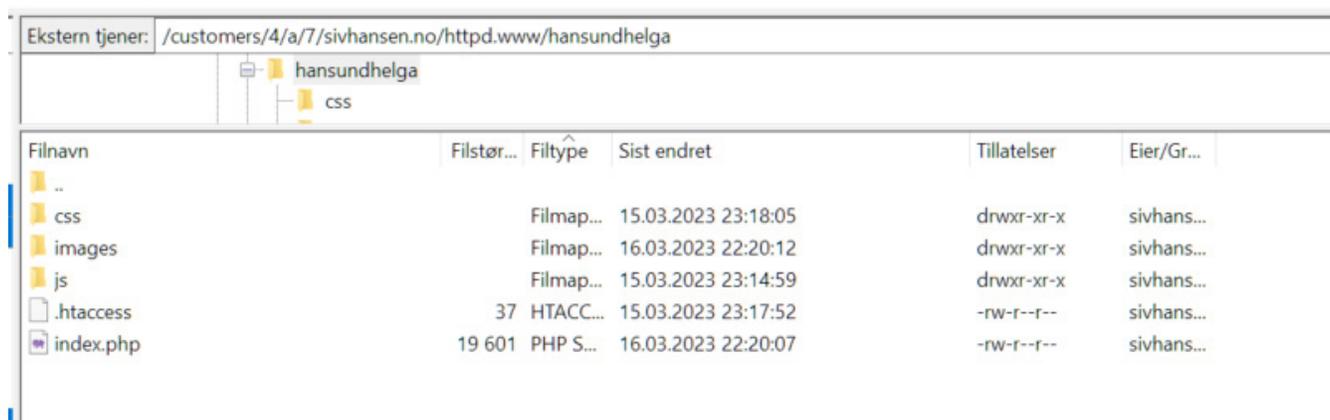
I also used an illustration that I found on Envato Elements. Since this is a coding project, I found it unnecessary to spend a lot of time on making illustrations. However, they are needed in order to make the website more interesting.

It is important to structure files and folders in a logical way, so that future maintenance and development will be easier. In the website

root folder, I created these folders: /images, /css and /js for images, css files and javascript files respectively. In the root folder I created the index.html file. If I was to create more pages, I would add the new page file to the root folder.

In the images folder, I also created a folder called graphics, where I keep the illustrations, the logo and the multiple versions of the favicon. It is not necessary to keep graphics in a separate folder, but when a website grows, the image folder may contain many images and maintenance can be hard.

The plan was to develop the site on a local folder, and upload to a one.com-server now and then to see the site in a live environment. One.com uses Varnish server cache, which made it difficult to use their servers for development. Disabling the cache turned out to be difficult, even though I followed their directions and used a htaccess file (a file that tells the server how to act in certain cases).



Filnavn	Filstør...	Filtype	Sist endret	Tillatelser	Eier/Gr...
..					
css		Filmap...	15.03.2023 23:18:05	drwxr-xr-x	sivhans...
images		Filmap...	16.03.2023 22:20:12	drwxr-xr-x	sivhans...
js		Filmap...	15.03.2023 23:14:59	drwxr-xr-x	sivhans...
.htaccess	37	HTACC...	15.03.2023 23:17:52	-rw-r--r--	sivhans...
index.php	19 601	PHP S...	16.03.2023 22:20:07	-rw-r--r--	sivhans...

↑ File structure on the one.com server. Since disabling the Varnish Cache did not work as expected, the main file is a php file so that I can use versioning to refresh the cache

→ Style guide for Hans & Helga Burgers, with the logo, colours, typography, screenshot of website, imagery and graphics.

Primary logo



Alternate logo



Colors



Germany yellow

#f6c917
236, 201, 23
4, 19, 99, 0



Germany red

#D61F26
214, 31, 38
0, 100, 99, 2



Germany black

#1a160c
26, 22, 12
66, 64, 74, 82



Neutral

#d8cdbb
216, 205, 187
15, 16, 25, 0



Decoration

#654f20
101, 79, 32
47, 57, 99, 40

Typography

Body copy Didact Gothic regular,

abcdefghijklmnopqrstuvwxyz 123456790
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Headings Road Rage Regular

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

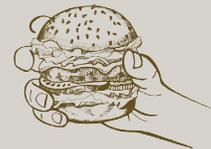
Website



Imagery



Graphic elements



Stylesheet and prototype

When using colours in a website, it is easy to get lost in where you used which color, and if you need to change any of the colors later, you have to scan every css file (and sometimes html files if you use inline css) and replace the colors. To avoid this, I used css variables to define colours, in a file called variables.css.

When I used the colours, I referenced them using the var property in css 3, for example **color: var(--german-red)**, instead of **color: d61f26**. I imported this small stylesheet to the main stylesheet by using the import command.

The body copy typography and font size is set on the top level, as in the html tag, in the css file, and referenced by using the unit **rem** after. For example, if I say in the html rule that the as unit for typography is **20px**, then I later on can use **2rem** to make a **40px** large heading, a **2.5rem** equals **50px** etc. I can also use this for margins and paddings.

The fonts I use are Google fonts, and I imported them in the head section of the page, and referenced them in the style sheet with substitutes if the fonts for some reason are unavailable. A better solution would be to host the font files on your server and import them from there. This would then also comply with the GDPR regulations in EU.

The headings in the site are done with a typeface called Road Rage. It is a sans serif typeface with some distortions to the letters, and some of the letters are slightly rotated. It creates an hand made look. The typeface for the body copy, Didact Gothic, is also a sans serif typeface, but it is still very different from Road Rage. I think they pair well together, and the body copy typeface is legible.

```
1  :root{
2  --main-color: #D61F26;
3  --contrast-color: #F6C813;
4  --dark-text-color: #161102;
5  --background-color: #161102;
6  --light-color: #D8CDBB;
7  --light-transparency-color: #D8CDBB33;
8  --light-text-color: #D8CDBB;
9  --dark-color: #161102;
10 --content-background-color: #161102;
11
12 --germany-red: #D61F26;
13 --germany-yellow: #F6C813;
14 --germany-yellow-transparent: #F6C81333;
15 }/* CSS Document */
16
```

↑CSS variables

↓ Font choices
for body copy
and headings

Body copy Didact Gothic regular,
cdefghijklmnopqrstuvwxyz 123456790
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Headings Road Rage

cdefghijklmnopqrstuvwxyz 123456790

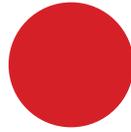
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The colours are derived from the German flag, in order to incorporate the German aspect of their restaurant. The colours in the flag are red, yellow and black, and I have created a palette using these colours. The yellow colour is used in a tint and a shade, so the palette has 5 colours all together.



Germany yellow

#f6c917
236, 201, 23
4, 19, 99, 0



Germany red

#D61F26
214, 31, 38
0, 100, 99, 2



Germany black

#1a160c
26, 22, 12
66, 64, 74, 82



Neutral

#d8cdbb
216, 205, 187
15, 16, 25, 0



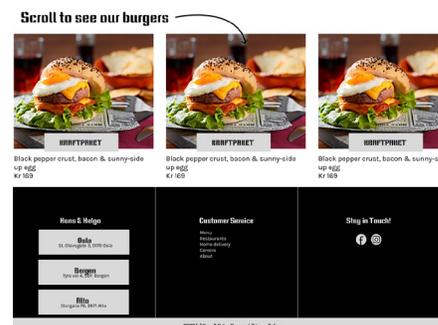
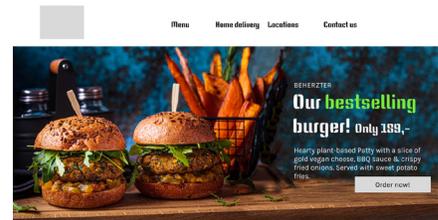
Decoration

#654f20
101, 79, 32
47, 57, 99, 40

↑ Color palette with hex, rgb and CMYK codes

Prototyping

I used Figma to draw the page for desktop 1440 px, tablet 1024 px and mobile 480 px. Devices come in almost every size, but to draw all of them would be impossible, so I chose these three. For screens larger than 1440 px the website will remain in this size and put white space around it. On a huge monitor there will be a lot of white space, and not so much on a 1920 screen.



Current page Desktop 1440px prototype →

Next page Tablet 1024px prototype ↓

Mobile 480px prototype ↓→



Menu Intro

Menu intro text that spans over several lines

Menu Section name

Menu Item title

Menu Item description that spans over several lines

Menu Item title

Menu Item description that spans over several lines

Menu Item title

Menu Item description that spans over several lines

Menu Item title

Menu Item description that spans over several lines

Menu Section name

Menu Item title

Menu Item description that spans over several lines

Menu Item title

Menu Item description that spans over several lines

Menu Item title

Menu Item description that spans over several lines

Scroll to see our burgers



Black pepper crust, bacon & sunny-side up egg
Kr 169



Black pepper crust, bacon & sunny-side up egg
Kr 169



Menu Intro

Menu intro text that spans over several lines

Menu Section name

Menu Item title

Menu Item description that spans over several lines

189,-

Menu Item title

Menu Item description that spans over several lines

189,-

Menu Item title

Menu Item description that spans over several lines

189,-

Menu Item title

Menu Item description that spans over several lines

189,-

Menu Section name

Menu Item title

Menu Item description that spans over several lines

189,-

Menu Item title

Menu Item description that spans over several lines

189,-

Menu Item title

Menu Item description that spans over several lines

189,-

Menu Item title

Menu Item description that spans over several lines

189,-

Scroll to see our burgers



Black pepper crust, bacon & sunny-side up egg
Kr 169

Hans & Helga

Oslo
St. Olavsgate 3, 0170 Oslo

Oslo
St. Olavsgate 3, 0170 Oslo

Oslo
St. Olavsgate 3, 0170 Oslo

Customer Service

Menu
Restaurants
Home delivery
Careers
About

Stay in Touch!



Hans & Helga

Oslo
St. Olavsgate 3, 0170 Oslo

Oslo
St. Olavsgate 3, 0170 Oslo

Oslo
St. Olavsgate 3, 0170 Oslo

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It is too soon to decide on any coding issues, but it is clear that I have multiple columns in the layout on several places in the design, and I need to address that by using different html tags and positioning techniques.



↑ Mockup of desktop and tablet version



→ Mockup of mobile version

Code HTML structure

This illustration shows the various sections I have used in the web site.

The initial set-up was a little different. I have made changes in the code compared to the wireframe and the prototype. For example, the menu section became so long when I populated it with real data, so that I had to make some changes. I created a two column layout for the menu, which made the menu half the size. I also added the about us section, with image and text about Hans and Helga.

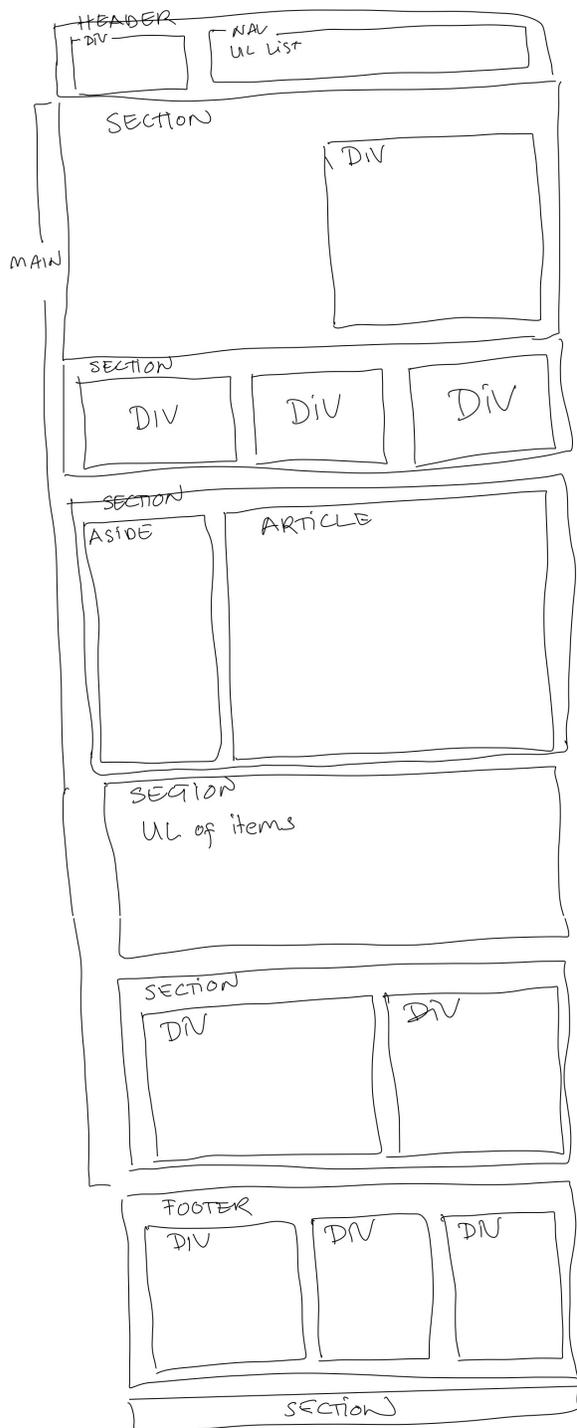
The website is coded from scratch. I have not used frameworks of any kind. Maybe I should have. A lot of time was spent on creating the layout with columns and rows. If I had used for example Bootstrap or similar, I could maybe have done this work faster.

I did, however, use a code snippet by Kilian So from Codepen, <https://codepen.io/hexagoncircle/pen/jOWyepg>. I have modified it slightly to my needs and with my content (the burger menu). In order to use this codepen, I had to import jQuery. Apart from this, everything is coded by me.

I usually use Visual Studio Code when I code, but this time I tried Dreamweaver from Adobe. I must say that I prefer VS Code. The Design view or Split view in Dreamweaver is a nice feature, but I am used to refresh a browser window and that works fine for me.

Each section in the document has its own ID. Since this is a one-pager, the IDs can be used to create links from one section to another, or in this case, from the menu to the section. I tried to follow the BEM naming convention, with section name, element and eventually modifiers where needed. This way of naming css elements are new to me.

I have tried to make the css as small as possible, yet it is still over 600 lines long. I have made some css for the various breakpoints. The order



↑ Initial setup of structure

of the media queries matter, and I have the smallest sizes last, and the rules that applies to everything first.

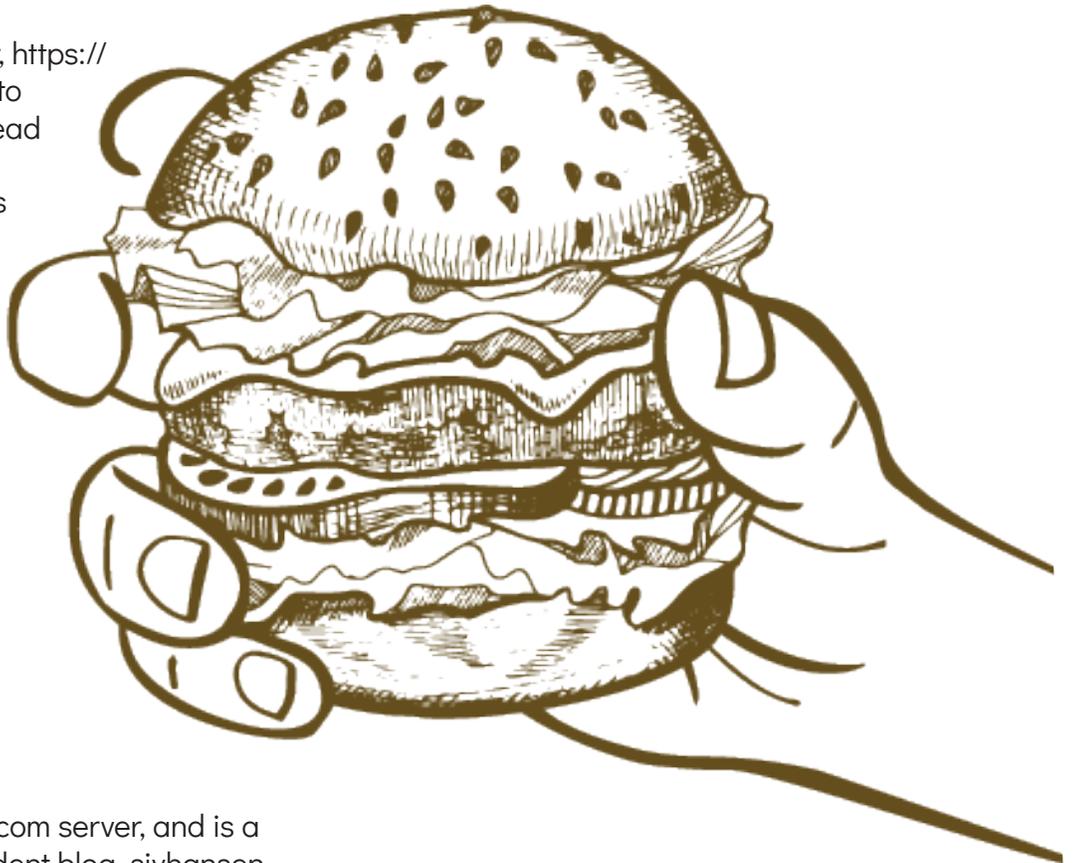
Most of the code for responsiveness was easy to write, by using flex-box, but I struggled with the positioning of the hand in the upper right of the menu in order to make it non-overlapping to any text.

I used a favicon generator, <https://realfavicongenerator.net/>, to generate my favicons instead of creating them myself. In the old days, only 1 file was needed, the favicon.ico, but now – with all various devices and sizes, a bunch of different favicons are needed – hence the use of a favicon generator.

For the social media icons in the footer, I have used Font Awesome, a free icon library, that inserts icons upon request. I use their brand library.

Publishing

The site resides on a One.com server, and is a sub-domain under my student blog, sivhansen.no. I used Filezilla, an FTP client, to transfer the files to the webserver



References

Laptop and tablet mockup
<https://elements.envato.com/tablet-and-laptop-mockup-set-KJQVJWC>

Small business owner couple
<https://elements.envato.com/small-business-owners-couple-DUENGKX>

Burger fast food elements (illustrations) <https://elements.envato.com/burger-fast-food-elements-S8RKQM>

Burger with bacon served with red cabbage salad and french fries <https://elements.envato.com/burger-with-bacon-served-with-red-cabbage-salad-an-3ZLFUZC>

Burger with white bread, egg, cheese, salad, bacon and meat patty <https://elements.envato.com/burger-of-white-bread-egg-cheese-salad-bacon-and-m-NJNBND>

Bacon burger with pretzel bun and beer <https://elements.envato.com/bacon-burger-with-pretzel-bun-and-beer-6V96GNL>

Vegan lentil burgers <https://elements.envato.com/vegan-lentil-burger-33UC46S>

Favicon generator <https://realfavicongenerator.net/>

Horizontal scroll card, Kilian on Codepen <https://codepen.io/hexagoncircle/pen/jOWyepg>



```

2 <html lang="en">
3 <head>
4 <meta charset="utf-8">
5 <title>Hans & Helga Hamburgers | The Best Hamburgers for Miles and Miles</title>
6 <meta name="viewport" content="width=device-width,initial-scale=1">
7 <link rel="preconnect" href="https://fonts.googleapis.com">
8 <link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
9 <link href="https://fonts.googleapis.com/css2?family=Road+Rage&family=Didact+Gothic&display=swap" rel="stylesheet">
10 <script src="https://kit.fontawesome.com/9d980089c1.js" crossorigin="anonymous"></script><script
11 src="https://cdnjs.cloudflare.com/ajax/libs/jquery/3.4.0/jquery.min.js"></script>
12 <link rel="stylesheet" href="/css/style.css">
13 <script src="js/scroll-cards.js"></script>
14 <link rel="apple-touch-icon" sizes="180x180" href="/images/graphics/apple-touch-icon.png">
15 <link rel="icon" type="image/png" sizes="32x32" href="/images/graphics/favicon-32x32.png">
16 <link rel="icon" type="image/png" sizes="16x16" href="/images/graphics/favicon-16x16.png">
17 <link rel="manifest" href="/site.webmanifest">
18 <link rel="mask-icon" href="/images/graphics/safari-pinned-tab.svg" color="#5bbad5">
19 <meta name="msapplication-TileColor" content="#da532c">
20 <meta name="theme-color" content="#ffffff">
21 </head>
22 <body>
23 <div id="main__container">
24 <header class="header">
25 <div id="site-logo"><a href="/" class="logo"></a></div>
27 <nav id="nav-menu" class="menu">
28 <ul id="nav-menu__nav-menu">
29 <li class="nav-menu__item nav__menu-item"><a href="#menu">Menu</a></li>
30 <li class="nav-menu__item nav__menu-item"><a href="#locations">Locations</a></li>
31 <li class="nav-menu__item nav__menu-item"><a href="#about">About Us</a></li>
32 </ul>
33 </nav>
34 </header>
35 </div>
36 <main>
37 <section id="hero">

```

Self evaluation (and project reflections)

This was a task that was much harder than it looked like at first glance. I work with websites every day and have done so since 2004, but usually when I make websites I use a CMS and when I need to develop something, it is usually small modules or sections - not the entire website.

Therefore, I would not call myself a pure breed web developer. I found myself in the position where I designed a website I knew I could code - not necessarily the one I would like to see.

I changed prototyping tool the last minute. Everybody I know talks about Figma, and since Adobe has purchased the company that developed Figma, I thought I'd give it a try. I signed up for the Edu version of the software. Oh boy, did I regret this. I have worked with Adobe XD professionally, and XD has some features that Figma lacks. At least I could not find the repeater feature and how to locate components.

The project brief mentions that Hans & Helga serves German burgers. It was really hard to determine the importance of that description. Does "German burger" have consequences for the design or not? The brief did not elaborate

on this, so I decided to go with Hans and Helga and the concept of German - the country, not the burgers. This can be a misjudgement.

At last something about the coding project itself: I don't think graphic designers have to know how to code. There is a reason why front-end development is a field of its own. However, I think it is important that graphic designers know that the tools used in web development are not equal to the tools used to make graphics and layout - meaning that the cost of making things pixel perfect subsidizes the benefits you get from lovely designs.

I do also believe that it would be far more useful for a graphic designer to be able to prototype in Figma or XD. I believe that in my future work, I will do more wireframing work than coding.

Finally, I cannot see how SBD-3 CA is anything different for Graphic design I CA5. There I coded a menu for a sushi restaurant, but the course content and the result are basically the same.

