

DSGN 360 - WINTER 2023

# PAN DULCE

WEBSITE REDESIGN CASE STUDY

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## THE BRIEF

To design and code an interactive website showcasing an article of our choice. The website was to be built using HTML and CSS to create a unique viewing experience.

## DIRECTION

I wanted to highlight a key part of my childhood and culture, pan dulces. Having grown up going to the Hispanic grocery/convenience store as a child, pan dulces have a special place in my heart and I wanted to take this assignment as an opportunity to share them.



## THE ARTICLE

After solidifying my point of interest I began doing some research. I didn't want to create a cook book. I was looking for an article that gave insight into the history of the pastry as much as it's ingredients. "Guide to Mexican Pan Dulce" by The Other Side of the Tortilla was the perfect balance.

<https://theothersideofthetortilla.com/2018/12/guide-mexican-pan-dulce/>



### Mexican pan dulce from A to Z

#### A

**Abanico:** Similar to the oreja or palmera, the abanico is a puff pastry dough layered with sugar and shaped in the form of a fan. It can sometimes be called "pata de elefante" which means elephant's foot. Some bakeries will dip the ends in chocolate, while others leave it plain.

# THE CONCEPT

I wanted to create something that was visually appealing and not overwhelming. In the past, I have loaded my websites with information but I wanted to take a different approach this time.

Instead, I wanted the focus to be on the pastries. To catch the viewers eye and gain interest in reading about the history and ingredients of the pastries.

There is a lot of care put into making pan dulces, many recipes that have been left unchanged for decades. I wanted to highlight these with this site.





## SKETCHES

Different variations of the site were created before settling on the right wire frame. I talked to multiple of peers to get insight on what would be a more visually appealing site that clearly communicated the information. The result was a combination of the two.

## WIRE FRAMES

I took time to vector the rough shapes of the pastries to plan out what the main title text would look like. I planned out each position and sequence of pastry.

## FINAL WIREFRAME

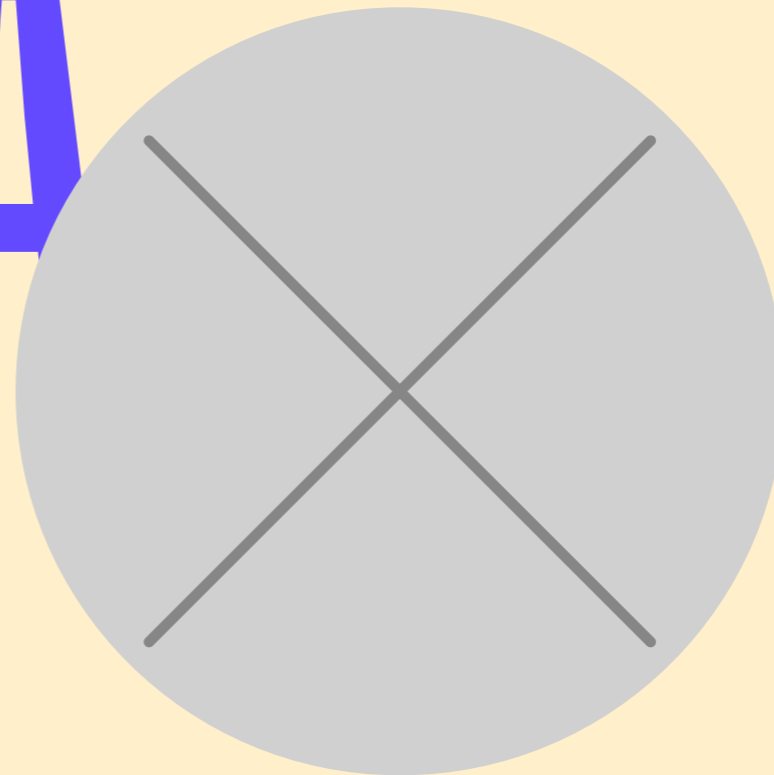
After tinkering with multiple formats and narrowing down on the key information I wanted on the site, I settled on a simple and clean text hierarchy as seen below

I took a stylistic approach to the giant title with a large illustration of the pastry slightly covering the title. The reason for the sub header was to make sure the reader knew what the pastry was even if the main title was covered up.

# CONCHA

## CONCHA

The most popular and widely-known Mexican pan dulce. It has a dome shape and it's decorated with a unique four and sugar paste resembling a seashell, which gives it its name.



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# INES RODRIGUEZ



## AGE

35

## FAMILY

Married, 2 kids

## OCCUPATION

Florist

## GOALS

Frequents the local Hispanic grocery store and wants to know how to ask for specific breads.

## INCOME

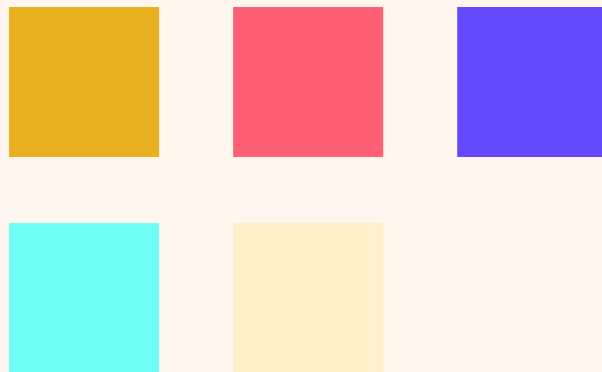
Middle - Class

Ines is beginning to frequent the Hispanic grocery store a couple blocks down from where she lives. Ines speaks fluent spanish and her parents are both from Mexico however she isn't familiar with a lot of the pan dulces available at the store.

## MOOD BOARDING

I drew inspiration from Latin American textiles and went in a friendly and colorful direction with the mood of the site.

## PRIMARY COLORS



## TYPEFACES

BIG SHOULDER DISPLAY  
POPPINS



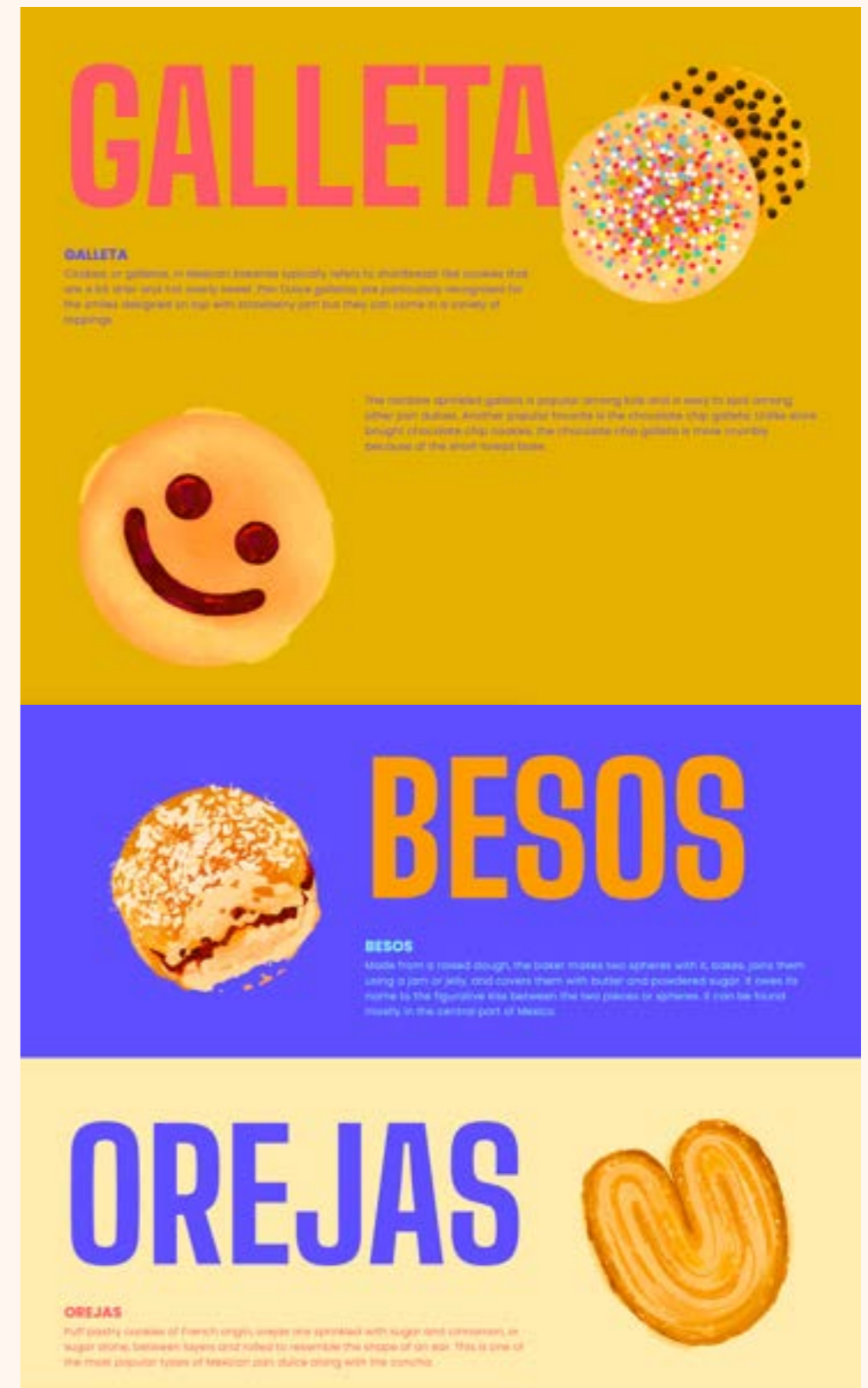
## PROTOTYPE



## PROTOTYPE



## OUTCOME





# EMPANA

## EMPANADA DE FRUTA

A fruit-filled baked pie, which can be made from a pie crust-like dough, flaky puff pastry or a less buttery dough made with lard. It can also be sprinkled with sugar or powdered with an egg wash to achieve a glossy finish. Empanadas come in a variety of things, most commonly in Mexico they are filled with fruit. In other Latin American countries like Colombia or El Salvador, they are filled with meats and veggies.

# MARRANITO



## MARRANITO

A cookie in the shape of a pig—made the same recipe with pinonillo, they typical of Mexico's Veracruz and Tlaxcala. It can be found throughout the country and the recipe may vary slightly, but its main ingredients are flour, eggs, pinonillo, cinnamon, baking powder and an egg wash for its shiny finish.

The pan dulce is also sometimes known as pinonillo or castellan.



# CUERNO

## CUERNO

Cooks texture on the outside with a soft 3-pointed curve. It is flavored with cinnamon or sugar depending on the baker. The pastry is rolled to create the crescent shape that resembles that of a bull's horn, so for the name "cuerno".

# POLVORON



## POLVORON

Buttery, crumbly shortbread cookies made with powdered sugar. These cookies may have received their name because they're sometimes offered as dessert at country weddings. Although not technically bread, they're still considered a type of pan dulce by many and are available at most Mexican bakeries.



The cookie comes in three flavors: vanilla, chocolate and strawberry. The flavoring is very subtle as preference is made with color. Feeling indecisive? Try the tri-color triangle polvoron.



# MANTEC

## MANTECADA

A synonym of panque, a buttery ground cake. Sometimes confused with bignones due to their shape and floured and paper wrapper. They're a favorite among older groups. The bignones is often paired with a nice warm cup of coffee or tea.

## OUTCOME

