Recipe Page Design Considerations

- Ingredients usually require measurements, with units, or at least proportions.
- The primary content should be generously easy to read. This should influence your decisions about color choices, font selection, font size, white space, etc.
- Implied groups using whitespace and appropriate title styles often work better than explicit frames/boxes. Boxes can easily become visually more important than the content they hold, to the design's detriment.
- Make sure your text wraps appropriately with sufficient margin/padding on all sides.
- Bullets are often more effective visually when they are outdented from the entire paragraph, rather than letting text wrap underneath the bullet/number itself.
- Lists tend to read more clearly if the line-spacing within a list item is less than the margin between the list items.
- Be sure that content does have a fixed width larger than common device widths. Horizontal scrollbars will not appear on phones, but your content may be spilling off the right edge.
- What are you communicating with your photo selection and crop?
- Make sure your color choices harmonize with your photography, and are appropriate for both the content, and the context. That is, do they make sense for the recipe, and do they make sense for the use case of USING a recipe to make something?
- Consider what the motivations are for your typeface selection, and possibly explore options there.
- Aim for consistent whitespace around elements. It's easy but awkward-looking to end up with 'double' space between items, but 'single' space around them.
- Consider limiting the number of type styles/treatments/sizes used in the design. A few well-considered styles reinforces hierarchy, but too much variety tends to just feel inconsistent and unorganized.
- Pay attention to alignment of elements, particular across sections. Why centered vs left aligned for this or that element? What dictates the size of things like the image, and therefore the white-space around it?
- Do the steps seem verbose, easy to get lost in. Can they be simplified or 'chunked' to make them more digestible?