

Synopsis

My goal in the creation of this site was to create a clean and functional site that was easy on the user's eyes, simple to navigate, and concise. The site is a redesign of a home building company named GreenBuilt homes based in Virginia. The content of the site reflects this purpose with pages for past projects, homes for sale, awards received, a contact page, an about page and finally a home page. The homepage is definitely the most content-rich with a video and twitter feed to greet users while providing a brief overview of the company. There are image carousels on the homes for sale page showcasing floorplans. The other pages contain what you would expect to find for example a contact form on the contact page.

The HTML and CSS of the site are quite intensive on some pages due to the elements they contain. The code for the carousels, accordions, and navbar, in particular, is quite long and repetitive. I did my best to maintain organization in my code through spacing, indenting properly, and the use of notes at the end of element tags. The CSS for the document is mainly in an external folder with a few exceptions to certain elements that needed inline CSS. Due to the nature of using bootstrap, there is heavy use of classes and IDs throughout the code.

I tried to reflect the mission of the business in the design of the site. The company's selling point is its eco-friendly modern homes and sleek architecture. This is why the site's colors are green and yellow, which connote nature and freshness in the viewer's subconscious. This is also the reasoning behind the header, which greets the user with an image of the forest behind the GreenBuilt company name. A darker green used for the headlines points the user's attention to main selling points with hierarchy appropriately reflecting the importance of content. In contrast to the original website which was dark with a lot of reverse type, my site has a white

background with a more traditional type to give text room to breathe and portray a modern, clean aesthetic.

This assignment taught me a lot about web design and working through issues. I would constantly be changing one thing only for it to alter another element on my page forcing me to find a workaround that led to the desired result. This showed me the importance of keeping code organized and the value in using tags to identify elements. I also developed much greater patience with web design and learned to avoid frustration as many problems can be fixed with only a simple bit of code or alteration. In the end, I feel the site that I designed is extremely professional and could even potentially see real-world use. This gives me much greater confidence in my web design abilities while also showing me what other skills and languages I have to learn to create the sites that I hope to eventually build.