

Design Challenge:

Setting Goals for Your Site

Step 1 Find two websites whose layouts and designs you admire, that share similar goals to the business website you began building in Unit 1. Pay particular attention to the homepage. Present the following to your mentor:

- **(A)** Describe how each website exhibits effective use of space, size or balance.
- **(B)** Describe ways each website can benefit from a reexamination of space, size or balance.

Imaginary Forces.

- <http://www.imaginaryforces.com/>

(A) When you get on their website, you feel that you know that there is an aesthetic which other companies that compete with them use: <http://logan.tv/> or <http://trollback.com/> But then the surprise happens when you start scrolling from top to bottom. They use a 3D element, and with 3 layers they tell you a story that shows clearly that they are more than just motion, they are storytellers and they work with other media.

The internal pages of Imaginary Forces are more standard. But I like the one that is indicated as PULSE, because instead of just being boring news, it is a Live Wall Feed of their Social media.

(B) I would change the one of the directors, because it annoys me when you check on the responsive part. What on the desktop is a cute sign of their directors, is now transformed into a floating text with a very strong shadow.

Ben Watts.

▪ <http://benwatts.com>

(A) Once you enter the website, there is a huge heavy index jump in the middle and repositioned out of the frame; every time you pick one of the index elements, this shows and goes back. The horizontal space becomes infinite. In this case I feel Ben is saying: “I think out of the box [LITERARLY] and I have a lot to show off”.

(B) The about is a huge block of text in all caps, difficult to read and it breaks with the dynamism of all the rest.

Step 2 Compare the two layouts. What makes them different? What are the similarities in both that appeal to you?

(Differences) Both pages have a predetermined very different structure, and a very thoughtful design style behind. In Imaginary Forces, it is clear what they want: to tell a story. Their brands dictate the differences in the styles: in the photographer’s website, things happen in a horizontal infinite layout, whereas in the Imaginary Forces one things happen within a vertical structure vertical.

(Similarities) The surprise element is similar in both: they both offer a 3-dimensional experience. They are clearly saying: “we are expensive in our own way” because they are not using a template or something that looks like it, and they are innovative and creative and that’s what they sell. Also the use of the Live Wall Feed is useful because it makes the website alive and interactive putting together all the info coming from their social media.

Step 3 Search Google and Google Image Search for “thumbnail layout sketches” and compare and contrast various solutions. Take note of thumbnail sketch techniques that you think are effective **Sketch is what’s going on.** I downloaded for free. I have heard wonderful things!

Step 4 Now that you've analyzed the layouts of two sites and seen examples of thumbnail sketches, try hand drawing thumbnails for the business page you began creating in Unit 1. Draw 2 different versions of what you think would make an effective homepage for your site. Note how each of the thumbnail sketches demonstrate focal point, hierarchy, and flow across different grid-based layouts. **PDF_on_the_side.**

Advanced Study Using Google Chrome's Inspect Element feature, explore the HTML and CSS of one of your selected pages. It's okay if you don't understand all of the code you're seeing. There's going to be some elements we haven't discussed yet. Copy or screenshot the code of an element that intriguing to you, and send it to your mentor to discuss in your next 1:1.x

Imaginary Forces.

(1) Csstransforms3d is a filter?

```
<!DOCTYPE html>
▼ <html class="csstransforms no-csstransforms3d csstransitions gr__imaginaryforces_com">
```

(2) What means “meta”?

Name=Robots Content=Noodp.... Is not an image right?

```
<meta charset="utf-8">
<meta name="ROBOTS" content="NOODP">
<meta name="viewport" content="width=device-width, initial-scale=1, user-scalable=no">
```

(3) This are the images! What’s happening here!! ;-P

```

▼ <div class="section chapter-2">
  ▼ <div class="wrap transform" style="perspective-origin: 50% 1034.15px;">
    <div class="layer-element smoke"></div>
    <div class="layer-element bg1"></div>
    <div class="layer-element filmstrip-blur"></div>
    <div class="layer-element filmstrip"></div>
    <div class="layer-element bg2"></div>
    <div class="layer-element phone"></div>
    <div class="layer-element phones-blur"></div>
    <div class="layer-element books1"></div>
    <div class="layer-element books2"></div>
    <div class="text text-1">Ideas inspired by the needs of clients and the desires
    of audiences.</div>
    <div class="text text-2">Building insights into opportunities,</div>
    <div class="text text-3">opportunities into stories,</div>
    <div class="text text-4">and stories into compelling experiences.</div>
    <div class="text text-5">Evolving, creating, delighting.</div>
  ▼ <div class="layer-element bg3">
    ▼ <div class="inverse-skew preserve">
      ▼ <div class="wrap transform" style="perspective-origin: 50% -2981.84px;">
        <div class="bg"></div>
      </div>
    </div>
  </div>
</div>

```

Ben Watts.

(1) Csstransforms3d!!!!

```

▼ <html dir="ltr" lang="en-US" class="csstransforms csstransforms3d csstransitions js
flexbox flexboxlegacy canvas canvastext webgl no-touch geolocation postmessage
websql database indexeddb hashchange history draganddrop websockets rgba hsla multiplebgs
backgroundsize borderimage borderradius boxshadow textshadow opacity cssanimations
csscolumns cssgradients cssreflections csstransforms csstransforms3d csstransitions
fontface generatedcontent video audio localStorage sessionStorage webworkers
applicationcache svg inlinesvg smil svgclippaths mti-repaint gr__benwatts_com">

```

(2) Is this the Live Wall Feed?

```

<script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-2968195-1";
urchinTracker();

```

(3) What?

```

<!--<![endif]-->
<!--[if lt IE 9]>
  <script src="http://html5shim.googlecode.com/svn/trunk/html5.js"></script>
<![endif]-->

```