Prologue:

Practice makes Perfect- Which is the reasoning behind me creating this fictional website of Griffin’s Bike Shop and Bicycle Repair. I don’t currently have any freelance customers, but that is not going to stop me from practicing and perfecting my craft. Thanks to the wonderful advice from a podcast I listened to from UX/UI designer Mike Locke, I have decided to “Stop learning and start doing!”. Ofcourse, not literally stop learning but start putting into practice the years of knowledge I have with HTML/CSS/Javascript.

The Inspiration:

There is a common practice technique for new and semi-new web designers of recreating a website you like. The website I chose is of my good friend and incredible graphic designer Courtney ([www.courtneyisdope.com](http://www.courtneyisdope.com)) . Her site uses the Parallax scrolling technique, which I have always thought of as sleek and stylish. I found out the name of this technique by inspecting and viewing her source code. I had no clue what it was called before then. I believe it gives a 1-page site a lot of visual depth.

The Process:

So, with knowledge of what this method was called I was well on my way. I googled a couple of tutorials and found the jQuery needed to use this method. I started off this project more so concerned about the functionality of the scrolling than the design elements. Being more of a Left-Brain personality type I was intrigued by the nuts and bolts of it all. How the site is a series of slides and divs, and how they worked together. Once I had an initial site up with placeholder info and images, it was time to add some level of personality and content.

The Design:

This step certainly should have come first (rookie mistake) because it would have saved me so many revisions! Choosing where to have my header, the height, the opacity, the typography/fonts to use, and the color schemes all came second. I felt my way through the entire process, trying different things and seeing what works. This is the worst way to design. However this was a learning experience and going forward I will be doing sketches and mockups before typing my first line of code. Thanks to classes on color theory and typography there are certain things I knew from jump, like the use of complimentary colors, using a color wheel, using a limited amount of fonts and changing the weight of them to give different looks, but it was still a grind.

What I learned:

I am a firm believer in learning by doing and this project helped me immensely in that way. I learned about Parallax scrolling, a common theme in web design today. I learned about Google fonts and implementing them into a website. Also, the use of icons and how they give a site or any design a more professional look. Thank you flaticons.com! Mockup app Adobe comp, which I had previously not known of is now my bff, and will be included in all of my designs going forward. But most importantly I learned more about the design process, the importance of visually knowing where you want to go with a design before starting it, and creating a more streamline process.