UNIT 9

Critique

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Step One

A range of websites influenced the design of my website, however there were a few in particular that I really felt inspired by. The first was Melanie Daveid's portfolio site (http://melaniedaveid.com/). It's a one page website that has a wonderfully balanced sense of flow and consistency in design and content. The second was the portfolio site of Shawna X (http://work.shawna-x.com/). A super simple and beautiful website, the overall look and feel of the site is a refelction of her unique design style. Finally, the website of See Saw design studio (http://www.seesawstudio.com.au/). I love the colours, dynamism and visually engaging technices used in this site.

I'm happy with the overall look of my website, and I feel like I've really got a solid grasp on the basics of web design. I now feel like I can communicate my ideas in an electronic space (which was my whole reason for doing the course). The thing I have found most difficult would have to be transposing my designs from pixels to code. It's so frustrating not being able to do what you want to do, either due to skill or lack of knowledge about javascript. Having said that, I am happy thus far of what I've been able to achieve in 9 weeks.

Step Two

http://www.businessoffashion.com/#

BOF has a good sense of flow and heirachy. The most important stories are listed along the top in small easily digestible blocks of information, which do not take away from the header. The header is clean and simple (also design wise it's a very clever mix of fashion and old school newspaper typography) and leads straight into the nav. The use of big images in the carousel, lead the eye down to latest news stories and further information. A right sidebar displays ads, news articles from around the globe and a trending list – all of which is innoffensive and easy to ignore if it is of no interest. The typography is consistent, easy to read and has a distinct sense of heirachy. Overall, I think this site is very effective in displaying it's information from a design and coding point of view.

http://www.spectrumpowderworks.com/

Spectrum's website is exceptionally difficult to follow. The company name is almost illegible, using a heavily customised display font (I assume it's supposed to reference powdercoat technique) on a busy background image. The nav is at the bottom of the page which is makes it difficult to know how to get to different areas of the site, and in this sense the flow is askew. The typography is relatively consistent, however once again legibility is an issue, using black thin fonts on a dark background. On text heavy pages there are no headings or sub headings to break up the information. There is also no images, diagrams or illustrations, which makes the eye tired as they are no visual "breaks." Overall the website it too content heavy, which is only exacerbated by lack of good photography and a dark heavy colour scheme.