



Lab 8: Design Critique



Kaylie Elston



Portfolio 1 - Justin Aguilar

- The colors of this portfolio are primarily black, white, and yellow, which gives it a minimalistic and professional impression. However, the use of yellow isn't consistent throughout and it is only really used at the very beginning of the page. This gives the webpage a sort of detached feel like the first section and the rest of the page are two parts of different wholes.
- The choice of the two different fonts also adds to the detached feeling. The second font used feels more professional and finished while the first feels defaulted and doesn't match with the second. The choices of fonts clash a little and look undesirable.

Portfolio 1 Continued

- The size of the words is very jarring when one first opens the website. It works to capture your attention, but not necessarily in a positive way. The yellow color of the first paragraph is sometimes difficult to read as well depending on the colors of the picture in the carousel behind it. The sizing of the selected works however are a nice size and a smart idea!
- The links are almost unnoticeable. The line under the word is so faint that it is hard to tell what is a link and what is not.
- I would *not* hire this person because while some aspects of their portfolio feel professional and well thought out, that is counteracted by the aspects that feel detached and jarring to look at.
- Score: 65

Portfolio 2 - Studio XVI

- The main colors of this portfolio are simple black and white. Every now and then a bright color from the carousel of pictures adds some visual interest. It is a little bit boring to look at when just black and white, but when the colors are there, it is more interesting to look at.
- The font used is reminiscent of coding, which makes the viewer think about the service being provided. It is also very easy to read, though the font size is a little bit small compared to other features of the webpage.
- At the bottom of the page there is a lot of empty space that is slightly confusing for a viewer. The carousel also goes by far too fast; you can't get a good look at any of the photos because of this.

Portfolio 2 Continued

- The links are obviously marked by an underline and it is immediately evident which words will be a link to another page. They also all work.
- While I like this portfolio for the most part, I would *not* hire this person because their simple formatting and design issues are too large for me to ignore.
- Score: 80

Portfolio 3 - Michiel de Graaf

- The main colors of the page are black and white however, they create interest by making the primary color black with white as the accent. This creates a differentiation from other portfolios that simply do black on white. They also use a light pink for some links which compliments the colors in the pictures on the page.
- The font chosen is simple and easily readable. It is perhaps a little bit boring, but fits the overall theme of the webpage.
- The paragraphs aren't too big and are well spaced out. The examples of their work are a good size for attention attraction and their placement creates visual interest without cluttering your vision.

Portfolio 3 Continued

- The links are obvious to the viewer with an underline. The links specifically for contacting them are a different color than the rest of the words, which shows the importance of those links. Also when you hover over a link your mouse changes to something relevant to the link, making them more obvious to the viewer.
- I would hire this person because I feel like their portfolio accurately shows what they are capable of and is visually pleasing and intuitive.
- Score: 98

Portfolio 4 - Katharine Peachey

- The website is primarily white with bright accent colors coming from the pictures included. This creates a bright feeling for the viewer, though it also gives the impression of something more like an interior design website than a photography portfolio at times.
- The font chosen for their name gives it importance over the rest of the page and, much like the color choice, creates a minimalist feel.
- There are not a lot of words on the page giving us information on this person's work. The pictures take precedence (which does make sense in the context of a photography portfolio) however, as a viewer, I would like at least a little bit of information on the photographer themselves. It feels very impersonal this way.

Portfolio 4 Continued

- Considering that most of the words on the screen are links, it is very obvious what is a link and what is not. However, even if there were more words on the page, it would still be obvious because of their placement and how they become underlined when you hover over them.
- I would hire this person because their website does a good job of showcasing their work and isn't too cluttered to look at.
- Score: 95

Portfolio 5 - Product Ops

- The color scheme of this portfolio is immediately more interesting than others as they've chosen to stray from the simple black and white and instead chose to use primarily a dark blue with orange accents. The complimentary orange catches the eye and draws it to interactable elements.
- The fonts used are professional, clear, and easy to read. They also used multiple different fonts but they all work together and do not clash or feel out of place at any points. The fonts are also not exceptionally different from one another but make it clear what is a heading and what is a text blurb.

Portfolio 5 Continued

- Every element of the page is large and easy to see but not so large that it is jarring to see or takes up too much space. Every section of information on the page takes up the whole screen when scrolled onto and while they all have minute style differences, they all feel like parts of the same whole.
- The links are clearly marked with orange either as button or underlined. The choice of orange makes them obvious and stand out against the blue.
- I would definitely hire this person! Their portfolio is very professional and gives in depth details of their works and is a well laid out example of their skills.
- Score: 100

References

- <http://www.justinaguilar.com/>
- <https://xvi.studio/>
- <https://www.michieldegraaf.com/>
- <http://katharinepeachey.co.uk/nqcbt3kgfod0hr49yltkq7t4vi4fbj>
- <https://productops.com/>