

Assessment Task 2: Website Analysis(30%)

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The screenshot shows a website for "paul-factory". At the top, there is a navigation bar with links for "Work", "Services", "About", "Contact", "Play", and language options "FR EN". Below the navigation, a large, bold title reads "WELCOME TO THE FACTORY". A brief bio below the title states: "Pleased to meet you, I'm Paul, senior Art Director, UI/UX Designer & illustrator." Two statistics are displayed: "50 projects completed" and "13 years of experience". To the right of the text is a detailed, hand-drawn illustration of a multi-story industrial factory building with various pipes, ladders, and workers.

Url: <https://www.paul-factory.com/en>

Purpose and Industry Relevance



Paul Demellier is a creative professional with 13 years of experience within the creative industry, the very industry I find myself striving to be a part of.

The purpose of this website is to serve as both a portfolio and a self-promotional tool. Within the broader context of the creative industry, this exemplifies how professionals use personal websites to showcase technical skill, digital literacy, and professional creativity.

By combining a strong visual identity with interactivity, Paul's website establishes itself as a brand that values design theory and practical application.

The website's visual narrative reinforces its self-assured identity, with each section contributing to Paul's creative story, further demonstrating their craftsmanship, precision and ongoing artistic growth.

Design Elements

The overarching design throughout this website is bold, clean, and recognisable, though visually saturated.

The creator maintains this aesthetic across multiple pages, demonstrating consistency, passion, and attention to detail through a consistent use of white space, minimal colour palette, and strong typography.

This screenshot shows a website section titled "CLIENTS WORK". The title is displayed in large, bold, black capital letters. Below the title, a small text snippet reads: "Here you will find the biggest projects I have worked on in recent years, all neatly organized." At the bottom of the section, there are two dropdown menus: "Industry: All" and "Deliverable: All". To the right of the text is a stylized illustration of a person working at a desk in a room filled with shelves and equipment.

This screenshot shows another website section titled "AT YOUR SERVICE". The title is displayed in large, bold, black capital letters. Below the title, a small text snippet reads: "Like a true Swiss Army knife, I help companies develop their brand by offering a complete artistic vision and a wide range of expertise." To the right of the text is a stylized illustration of a person working in a room with large windows and various pieces of equipment. At the bottom of the page, there is a footer section featuring a bird icon and the text "ART DIRECTION" next to a dark banner with the word "FEATURED" on it.

Colour

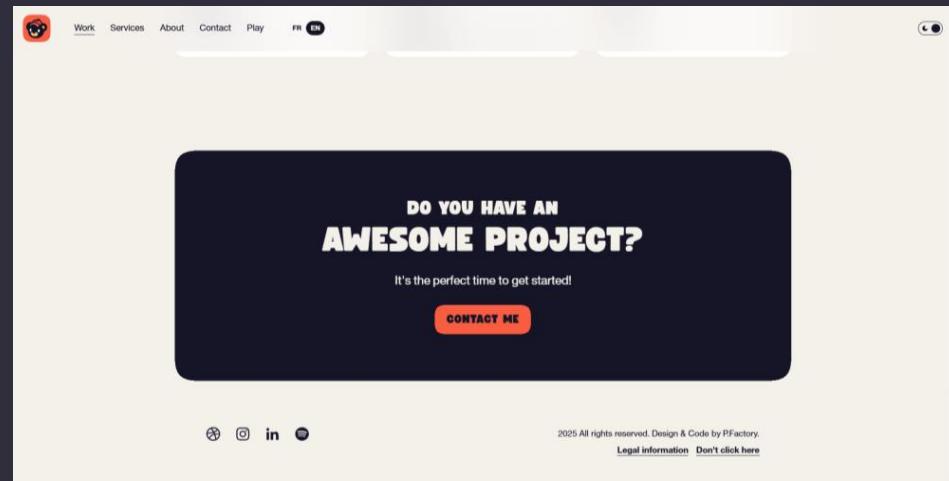
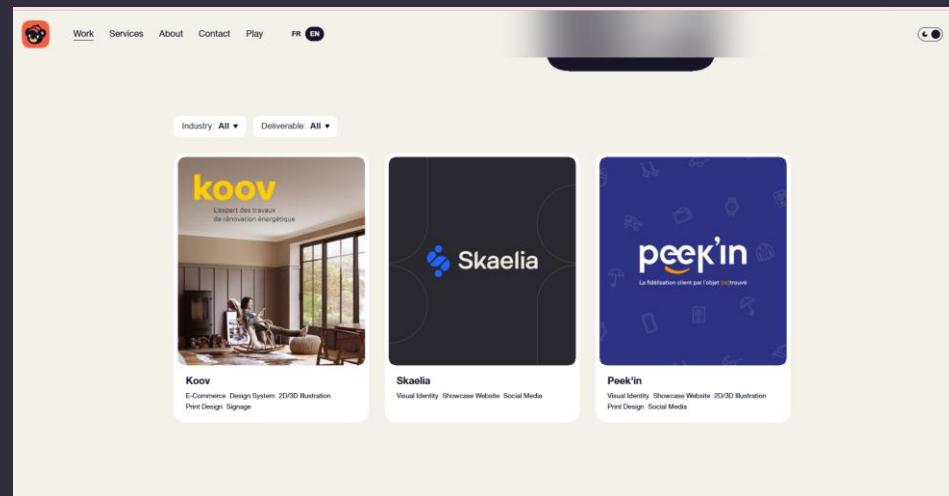
Strategically restraining colour through a minimal palette allows for selective highlighting of interactive elements, inviting engagement and signaling importance.

The softened contrast between the off-white and off-black demonstrates a strength in colour theory and application, whilst the orange works toward displaying the main content. As such, the promotion of past works contained in flat-white rounded rectangles, softens and draws attention to the only alternance to the adhering colour scheme.

#F4F1EB

#161528

#F95D42



This is where we get down to business. Go ahead and describe your creative needs in broad terms, and I'll be sure to read it carefully.

You can also contact me directly:

[E-mail](#) [Phone](#)

Name E-mail
Your finest message

PAUL, 34 YEARS OLD
ART DIRECTOR

My name is Paul, a passionate creative and a fan of well-organized design systems. With 13 years of experience in Art Direction, UI/UX Design and illustration, I specialize in crafting stunning visual identities, interfaces, web products, and scalable design systems. As a front-end developer (HTML/CSS/JS), I anticipate technical constraints to design realistic projects, from mock-ups to integration.

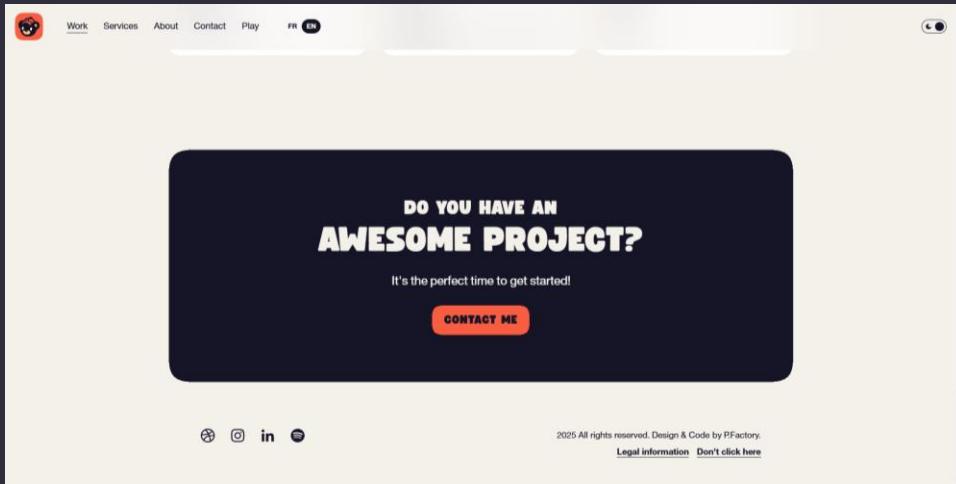
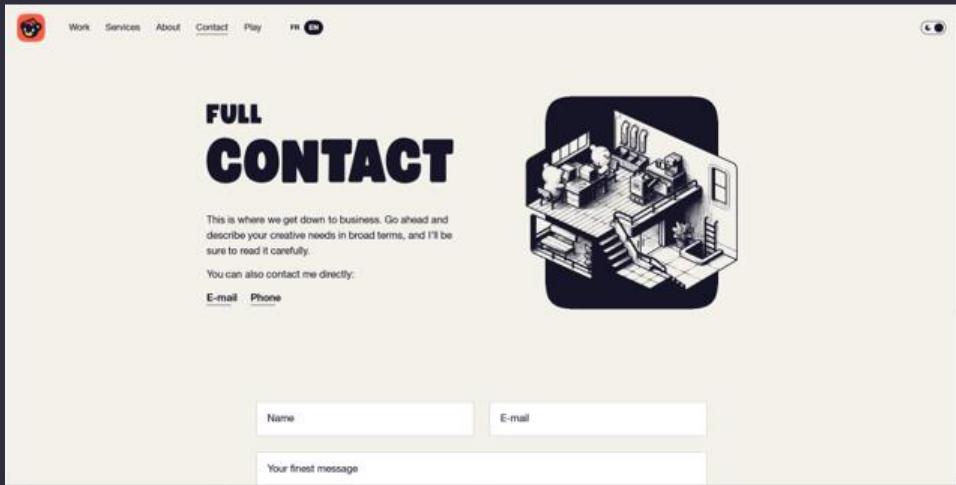
I have delivered 50+ projects from start to finish in a wide variety of fields, including real estate, healthcare, video games, hospitality, and engineering.

I'm also a big fan of video games, pop culture and synthwave, and I design and develop my own mobile games using Unity and Godot.

Typeface

The fonts, '*Funtastic, sans-serif*' for headings, and '*Helvetica Neue LT Pro*' for body text, create a harmonious balance and showcase professional clarity and playful energy.

This combination supports legibility across multiple devices which reflects creative sensibility and matches the concurrent aesthetic of images and rounded rectangles.

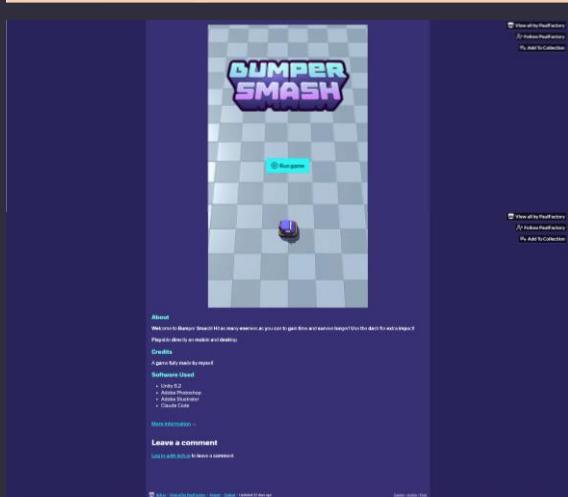
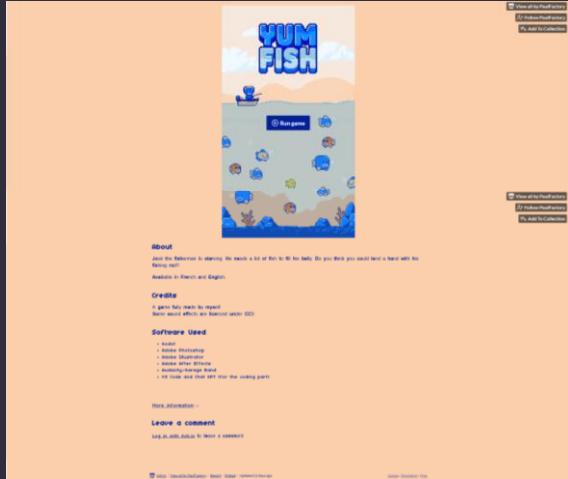


Layout

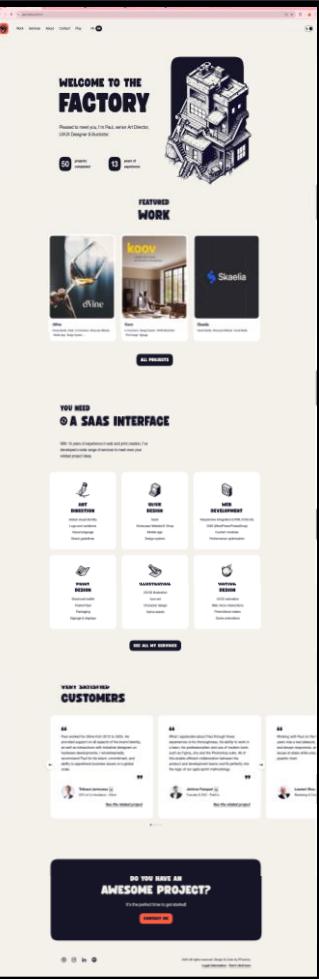
Though visually appealing, the use of negative space risks a feeling of emptiness or disconnection. Large empty spaces amplify clarity but detaches the users' emotion, reducing the website's overall warmth.

The layout follows a grid-based design intentionally to maintain rhythm and cohesiveness of elements. The homepage showcases featured works, differing fields and contact options, while ensuing links to sub-pages provide depth into the designer's work and projects, information about the designer, ways to contact them, and even three small games to play.

Despite being super fun and created by the same designer, the gaming webpages lack the consistency seen previously and works toward diminishing competency, merely evoking satisfactory results.



A comparison of the two game pages from the PaulFactory website. Both pages have a header with the PaulFactory logo and a 'Follow PaulFactory' button. Below the header, there are two large cards: one for 'Bumper Smash' and one for 'Yum Fish'. Each card contains a thumbnail image of the game, a title, a brief description, and a 'Play in browser' button. The overall design is consistent across both pages, though the content varies significantly between the two games.



Content Organisation and Clarity

Content across this website is concise, effective, and organised.

Each section following a clear hierarchy, guides users from introduction to portfolio to contact, ensuring that showcased works remain the focal point.

The large contact section nearing the footer reflects a logical prioritisation of information, and projects interactivity.



As an example, look at how I designed this page.

Responsiveness and Device Compatibility

iPhone 14 Pro Max

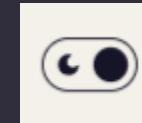
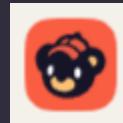


iPad Air



Across desktop, tablet, and mobile platforms, The Factory demonstrates strong responsiveness while it rearranges content seamlessly. The reflow of elements maintains aesthetic integrity and reinforces the designers understanding of responsive design principles.

With the navigation condensing into a hamburger menu for ease of access and clarity, this creates a closer margin for elements to sit in, drawing eyes central to the main content.



User Experience and Accessibility



Work Services About Contact Play

FR EN

With clear labels and a logical page order, the websites navigation is intuitive and easy to use.

A strong contrast and balanced spacing offers enhanced legibility which furthers accessibility, while the optional 'dark mode' reduces eye strain, extending usability during varied times and in diverse lighting settings.

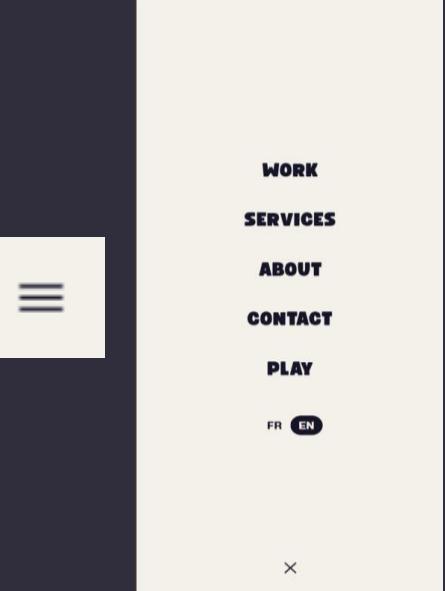
However, extensive minimalism, while elegant and neat, limits visual texture and disables depth and contextual storytelling.

Aligning with contemporary expectations of motion design in digital portfolios, this website's animated transitions add interactivity without losing functionality.

These effects contribute to an engaging experience, however, reliance on animation can challenge accessibility.

Parallax scrolling for example, gives a sense of depth and movement, yet can affect users with motion sensitivities, and has a chance to create confusion.

iPhone 14 Pro Max



Strengths and Weaknesses

PAUL, 34 YEARS OLD

✉ ART DIRECTOR

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✉ DIY
ENTHUSIAST
✉ COFFEE LOVER
✉ ILLUSTRATOR ✉ DIGITAL
DESIGNER
✉ AND YOU?

```
> <div class="animated-text inview">...</div>
<div class="carousel-text" style="height: 53px;">
  <div class="animated-block inview text-cycle-button"
    style="animation-delay: 0.15s;">== $0
```

Example: clicking the curling-arrows button reveals alternate professions of the designer.

WELCOME TO THE FACTORY

Pleased to meet you, I'm Paul, senior Art Director, UI/UX Designer & illustrator.

Example: Parallax scrolling.

VERY SATISFIED
CUSTOMERS

The main strengths showcased include the consistency, design balance, responsiveness, and interactive elements of this portfolio. The visual hierarchy guides users' attention toward the relevant content, whilst the layout maintains functionality across different screen sizes.

Animations and transitions elevate and reinforce user interaction, bolstering the creativity of the designer.

Conversely, limited texture and overly wide margins pull the design back, as a sense of emptiness diminishes the website's confidence in its minimal aesthetic. In turn, bordering on self-admiration risks emotional resonance and visual warmth.

Recommendations



This websites' overall impact could be enhanced by introducing subtle textures to the background or alternative gradients to add depth without losing its clean design as a moderate reduction in negative space through a texturised margin could improve engagement without undermining minimalistic appeal.

Further developing the textual narratives of differing projects would strengthen the websites story and increase emotional connection with its audience.

Additionally, providing accessibility options to reduce or disable motion effects would greatly improve inclusivity.

For future projects or portfolio website design, following similar levels of consistency, typography, and responsiveness would be beneficial. However, maintaining balance with its minimalistic personality should remain key.

Reference List

Awwwards.com. (2025). *Best Portfolio Websites | Web Design Inspiration*. [online] Available at: https://www.awwwards.com/websites/portfolio/#google_vignette.

Paul-factory.com. (2025). *Paul Factory*. [online] Available at: <https://www.paul-factory.com/en>.