

- **Research about the following Components of Web design:**
 - **Grids** - a visual structure of invisible lines of columns and rows (vertical, horizontal, or both, hence the term grid) used to organize and align content on a webpage. They help designers create visually consistent and responsive layouts, ensuring a seamless user experience across various platforms.
 - **Call to Action** - the elements in a website that requests an action from the user. It also provides the user a clear navigation that makes it easier for the users to find relevant information.
 - **Breadcrumb** - a navigational aid that shows the user their current location which helps in navigating through the website. These are clickable text that can help users find their way back to the homepage or another location on the website.
 - **Search bar** - a tool that lets the users to easily search the content they desire themselves rather than to browse the whole website in search of it.
 - **Icons** - a website component that indicates information through simple designs that helps capture the users attention
 - **Modal** - a website element that displays in front of and deactivates other page content (Stephan, A., 2023). It is used to display an important message or encourage interaction with users (Hanak, A., 2024).
 - **Typography** - It is the technique of structuring letters and words to improve legibility, readability, and navigation of the website. An effective typography enhances user experience and keeps visitors enticed (Morphosis, n.d.).
 - **Colors** - Color is one of the most important aspects in web design. It gives the website a visual identity that evokes meaning and emotion. It is a powerful tool in communicating the author's message to its audience while enhancing the website's aesthetics (*How to Strategically Use Color in Website Design*, n.d.)

- **Usability** - It is the indicator of the website's user friendliness and effectiveness in terms of features and interfaces (Ramotion, 2023). The website's usability dictates its lifespan. If it is difficult to use or fails to deliver its purpose and services, people tend to stop using said website (Nielsen, 2024).
- **Consistency** - Consistency is the golden-rule in design (Wake & Wake, 2018). It is the use of similar design elements and structures to create a cohesive and intuitive user experience (MattBurt, 2024).

WHY IS IT A BAD DESIGN?

Superbad is a pioneering web art installation created by graphic designer Ben Benjamin in 1997. It is celebrated for its unique blend of graphics, images, and text, creating an immersive and nonlinear experience that reflects the chaotic nature of the early internet.

Superbad has been influential in the realm of net art, showcasing how web design can transcend traditional boundaries and serve as a medium for artistic expression. Its playful randomness and rich visual language have drawn comparisons to contemporary digital art practices, marking it as a significant work in the evolution of web design.



Source: <https://www.superbad.com/>

Above is a page from the site. In terms of the components discussed, all concepts were not used effectively. In today's standards, it is lackluster in terms of usability. It does have a purpose as an 'Art outlet,' but that's it. The design is consistently...chaotic, in which user experience may differ due to aesthetic tastes. Overall, it is not usable nor user-friendly but it served its purpose. After all, not all art is usable.

References:

- Ramotion. (2023, April 10). Website Grid Design: Comprehensive Guide for Web designers. Web Design, UI/UX, Branding, and App Development Blog.
<https://www.ramotion.com/blog/website-grid-design/#section-defining-website-design-grid>
- Misic, N. (2023, August 29). The importance of grids in web design: Complete guide - Clio Websites. Clio Websites.
<https://cliowebsites.com/the-importance-of-grids-in-web-design/#:~:text=The%20Importance%20of%20Grids%20in%20Modern%20Web%20Design,-In%20the%20fast&text=The%20help%20designers%20create%20visually,that%20engage%20and%20delight%20visitors>.
- Call to action buttons: Examples and best practices — Smashing magazine. (2009, October 13). Smashing Magazine.
<https://www.smashingmagazine.com/2009/10/call-to-action-buttons-examples-and-best-practices/>
- Vaghasiya, K. (2025, January 17). 21 Call to action designs that convert (With examples). Best Social Proof & FOMO App for Your Website | WiserNotify.
<https://wisernotify.com/blog/call-to-action-designs-with-examples/>
- What Are Breadcrumbs in Web Design? (Plus Examples and Tips). (2024, August 16).
<https://www.indeed.com/career-advice/career-development/breadcrumbs-website>
- Breadcrumbs in web Design: Examples and best practices — Smashing Magazine. (2009, March 17). Smashing Magazine.
<https://www.smashingmagazine.com/2009/03/breadcrumbs-in-web-design-examples-and-best-practices/>
- Aistrophe, M. (2024, November 25). Everything You Need to Know about Website Search Bars. Solid Digital.
<https://www.soliddigital.com/blog/website-search-bars-everything-you-need-to-know#:~:text=A%20website%20search%20bar%20is,%E2%80%9D%2C%20the%20magnifying%20glass%20icon>.
- Messaki, E. (2021, December 16). Icons in web design - outcrowd - medium. Medium.
<https://medium.com/outcrowd/icons-in-web-design-824f57cb2db0#:~:text=Icons%20in%20web%20design%20are.to%20perform%20the%20targeted%20action>.
- Stephan, A., & Stephan, A. (2023, August 31). What is a modal in web design? Definition, examples, and how to use modals. WebFX.
<https://www.webfx.com/blog/web-design/examples-of-modal-windows/>

Hanak, A., & Hanak, A. (2024, May 2). *What is a modal in web design: Everything you need to know*. Digital Silk. <https://www.digitalsilk.com/digital-trends/modal-in-web-design/>

The importance of typography in web design - Morphosis. (n.d.).
<https://morphos.is/blog/the-importance-of-typography-in-web-design>

How to strategically use color in website design. (n.d.).
<https://www.flux-academy.com/blog/how-to-strategically-use-color-in-website-design>

Ramotion. (2023, April 17). Website Usability 101: Definition, Principles and Methods. Web Design, UI/UX, Branding, and App Development Blog.
<https://www.ramotion.com/blog/website-usability/>

Nielsen, J. (2024, January 31). Usability 101: Introduction to Usability. Nielsen Norman Group.
<https://www.nngroup.com/articles/usability-101-introduction-to-usability/>

Wake, L., & Wake, L. (2018, March 6). Why is consistency important in web design? | Digital Communications team blog. Digital Communications Team Blog | Updates From the University of St Andrews Digital Communications Team.
<https://digitalcommunications.wp.st-andrews.ac.uk/2016/04/07/why-is-consistency-important-in-web-design/>

MattBurt. (2024, September 10). A Beginner's guide to achieving web design consistency. Go Fish Digital. <https://gofishdigital.com/blog/guide-design-consistency/>