**Unit 2**

**Design Challenge: Setting Goals for Your Site**

**Step 1: Freelance photography websites**

**gavingough.com**

effective use of space, size or balance:

* Impactful panoramic image on homepage
* Menu is easily identified in large gray banner with small type
* Content has clear distinction between section, head, body
* Portfolio section has clear buttons on what to do top left

benefit from a reexamination of space, size or balance:

* Blog section: photos and text are not formatted well, space in between photos varies.
* Portfolio section: links on top right feel out of place, travel section gives no info about photos. Most photos are buried in Archive, All Galleries.

**randallsanger.com**

effective use of space, size or balance:

* Uses entire image as background of homepage
* Thumbnails of all photos next to larger selection
* Content has clear distinction between heads and body

benefit from a reexamination of space, size or balance:

* Gallery selection pages could be balanced better, more focus on the larger image

**Step 2: Compare the two**

* What makes them different: gavin has a better social media presence as compared to randall that just has small icons on the bottom of page
* What are the similarities: Large, high quality images. slide show capabilities. Purchase options