

Bad website redesign

The bad website i have chosen to redesign is skin music.net. The reason i decided to choose this website is not only due to the fact that i find the site very harsh on the eyes and horrifically designed. In terms of design it offers to fullscreen functions, is not responsive in any way and the images take serious time to load up making it even harsher on the eyes upon opening. Whoever originally designed this site clearly had good ideas as the transitions between photos are quite nice. However in terms of layout i feel the designed lacked creativity (I actually researched the developer pierre.io is his online portfolio.

The second reason why chose this website was because I was luckily commissioned to re-designed this site by the featured artist (family connection).



Focusing on design for the minute. I feel the harsh black that hits the viewer is potentially unnecessary and could at least have a slight gradient to soften the effect on the viewers eyes. Secondly the nav bar, which in my opinion is badly positioned, badly placed in the centre of the screen where it could go all the way across, also the practically neon and pink i feel is an off combination of colour and the website doesn't seem to run a nice palette of attractive colours. The 'News' section (as well as all other sections) post into containers that are white and have no designed features at all.

Secondly i would like to focus on functionality; The news page is accurate and supplies viewer with everything they need however if the viewer wanted to potentially purchase some merchandise or listen to Skin DJ music they would be redirected to a third-party site running a section to play music. I believe that integrating a music player and link to iTunes would be much nicer, as well as a merchandise page/with checkout also integrated.

the website also does not offer appropriate nav bar heading and can be confusing to find what you are looking for. The social links are also ugly and could be redesigned. Which i attempt to do.

action plan;

- collect necessary data and files to upload to site
- create local version of new site
- custom css it
- add plug-ins
- follow clients queries and attempt to do as much as they want
- create flowing index for front page.

Using squarespace developer mode. I installed necessary node.js, package control (sublime text) git, squarespace server and skeleton/bootstrap to get a starting template (you can also use squarespace templates but they are restricted) through iTerm2, which is a better version of Terminal for mac i came across.

I set up the site to run locally in conjunction with sublime text to be able to see my live changes. Once i had enough layout and content for the site to function I used google chrome and a plug-in called LiveStyles which copies DevTools css changes and pastes them into a new sublime text css file. It is then a matter of linking the newly designed style sheet to the main html body and voila! Squarespace does offer much help for quicker designing.

The newly designed website runs at skimusic.com. I decided that fullscreen is the future and thus incorporated large images (downsized but keeping resolution to decrease loading time). The website is completely responsive and the nav bar changes depending on the size of the browser window. Parallax scrolling has also been incorporated to give the whole site and idea of "3Dness". A soundcloud block has been integrated to allow clients music to be played directly from website. I am still in the process of adjusting to the clients exact specifications, i.e. changing subscription page and changing media content to the clients liking.

After having coded the new css style sheet (requested by client) i needed to link the styles sheet to the main index. Once linked i opened terminal and cd to correct folder (including new stylesheet) then using the terminal
\$git commit -am "custom matteo"
once git has been compiled i can push changes to squarespace server
\$git push origin master (will push local copy to master/squarespace server)

Changes in squarespace developer platform can be seen here. (just for you matteo))
Worked mainly from desktop computer and using node ran a local version of the site for my small commits.

Also,
All domains were re-pointed at new squarespace domain by me for listed domains;

skimusic.com
skin-music.co.uk
skin-music.net
skin-music.com
skinmusic.co.uk
skinmusic.com

Client is happy with website for the moment.
Content must be updated and managed (events, newsletters being pushed to google drive doc to be automatically entered into mail chimp newsletters).

I was incredibly happy with the result and i feel that the mockups that i attempted to make in Ai. have become a reality and for this reason, as well as also getting paid to do what i love i have really enjoyed this project.

GIT HISTORY

custom matteo

AFarmery@As-Mac-mini.local 3 minutes ago

Delete: __sublime_sftp_offset

skinmusic1@gmail.com An hour ago

Upload: __sublime_sftp_offset

skinmusic1@gmail.com An hour ago

.gitignore

assets/readme.md

blocks/navigation.block

blocks/secondary-navigation.block

collections/blog.conf

collections/blog.item

collections/blog.list

collections/events.conf

collections/events.item

collections/events.list

collections/folders.conf

collections/gallery.conf

collections/gallery.list

collections/index.conf

collections/index.list

pages/readme.md

presets/default.preset

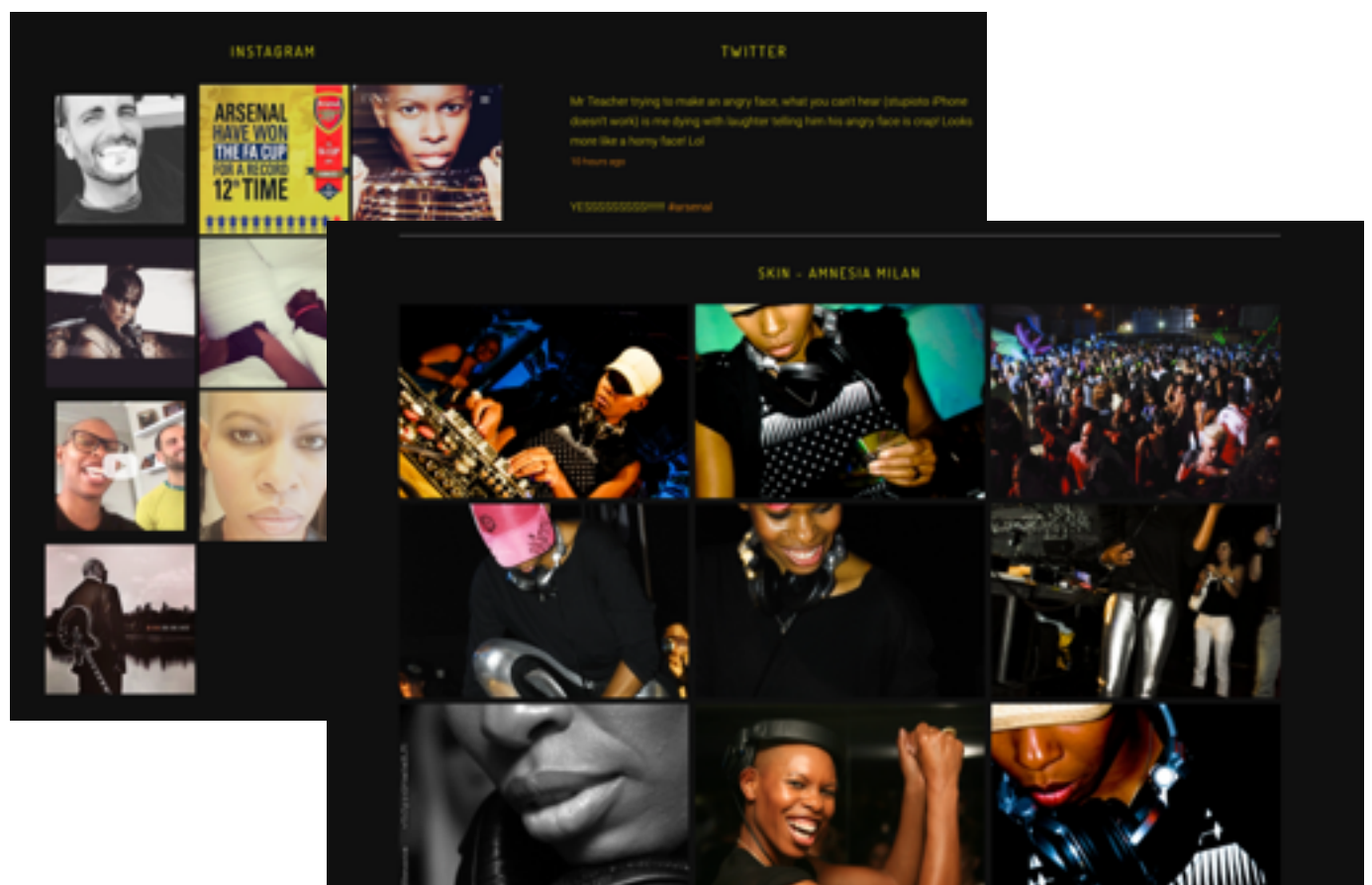
scripts/rafscroll.js

scripts/site.js

site.region

styles/events.less

The whole website is sized much bigger than average site, i attempted to create a sense of immersion for the user and allow them to absorb all media and beautiful color palette rendered in site. I applied same fonts and colours as mockups (above) and also managed to space everything how i had imaged it. (below more Ai. mockups.)



Recipe



First version of complied html recipe in browser.
From here i decided to create a potential carousel
for the header an then add a continuous scrolling
site with mouth watering pleasing visuals that i
would attempt to add some jQuery to potentially
create an animation.
After designing my wireframes;

Using sublime text I was able to important
bootstraps for custom .js & .css files that would
give the page its layout (carousel etc). However i
created my own 'custom.css' file that i link to main
index sand attempted to create my own
stylesheet from sources across the internet and
implementing pieces of code and seeing if it
would work. I also managed to implement a
responsive change from an @media querie. As
well as a web-kit animation that hopefully works in
all browsers however i only tested in chrome and
safari. I tried to annotate my code as i went along
(in mind that if someone else read it it would be
clear. With the css i tried to make the page full
screen and as visual pleasing as possible (since it
is only an overly styled recipe).
File 'recipe-boot' on github.



The internet's own boy

The freedom of Information 2000 act is something that I don't necessarily feel highly for, Referring back to how the internet came about in times of the ARPANET, they had basically created a platform to access all files and information quickly. I feel that it is only as the internet grew to what it has become today, people have continued to upload masses and masses of data to the internet and thus created a reason why some of it should be secretive and not visible to specific individuals. As more businesses started using online features, emails became common people started to want a sense of privacy, which in my opinion is the opposite reason for its actual existence. I feel that people obsessing over freedom of information acts are the ones who have to most to hide and if you know enough about how a computer works nothing is safe on the internet.

I do not feel that digital theft is theft at all;

the definition of theft "the felonious taking and removing of personal property with intent to deprive the rightful owner of it." the outcome of this is that the original owner no longer has his property. I feel that in the digital world things are a lot different, generally a hacker would go into personal documents and generally copy and version of what they want - the rightful owner will obviously be annoyed however I can help but ask myself the question that if the hacker had removed said document completely how much more annoyed would the owner be if they were left with nothing. Music for example, someone goes on your computer and copies all your music, you still have all your music and now so does he, would you not be happy that someone wanted your music so badly as to copy it all. You would however be annoyed if it was now all gone from your computer. That is how I see real theft.

I believe net neutrality will continue to alter and the reason behind this is that popularity of files changes for example, when downloading a torrent, generally if it is popular there are more seeders and the download is completed quicker, compared to torrents with only few seeders that can take days. However to create neutrality on the web and please everyone, yes it would be important for all information to be accessed at the same speed.

If I had magical powers I would focus on doing what I believe in the most; creating access for my web native generation to be granted to all. Making everyone able to access the resources that can aid self growth and avoid dependence of LEDCs on MEDCs due to technology and money. Therefore my super power would be flying as it is the quickest way to get what I want done and I could be in different places around the world more efficiently getting my generation online and active. If I was successful in achieving this goal then I would no need to worry about cash mountain as I believe if you are successful in what you believe in and it becomes a success, then cash will automatically come.

Myth #17: The homepage is your most important page

I don't know if this is a myth or exactly what I believe in... In fact I feel that the home page is like the landing page of an app, if it is not visually pleasing and I cannot directly see relevant information I will not waste my time trying to find it and there is generally another website with a better interface for the same thing. quoting the - "Statistics from Gerry McGovern confirm the decline of the homepage: "In 2003, 39 percent of the page views for a large research website were for the homepage. By 2009, it was down to 19 percent." I believe this is more due to the EVOLUTION of the home page where essentially we are no longer looking at simple homepages, these homepages now have video backgrounds, the ability to be an index that scrolls and potentially tell a story of the company/site.. Which can be much more visually pleasing. websites like;
<https://acorns.com>
<http://www.mailboxapp.com>

I am aware these websites are contact pages for application based businesses, however I believe they are the future of the homepage, over interaction, beautiful design, responsive and altering design... the future.

Destroy the web

I decided to take three of the mentioned techniques from video as i thought it was interesting.

Build only for certain devices; This i believe is a bad idea due the fact that if you are trying to create a website, page, company, essentially attempting to hit the internet market and make people aware of your website. However how restricted would you be if the webpage was only visible to some devices. I believe the first thing you should focus on when building a bespoke website to day is media queries to resize depending on breakpoints. Thus increasing your hittable market. I believe it is also important because now 60% of website traffic goes through mobile smartphones, meaning most people look on their phone due to speed and efficiency. So if you webpage isn't built or all platforms, screen sizes and browsers you're missing out on potential views.

Download our app; is obviously a great idea if you have an app version of the product or platform you are offering because, as mentioned above; if there is a mobile version it will attract the user to use it more and also the app version tends to be quicker and more efficient therefore making it more appealing to the user.

Exclude China and India; I believe is a bad idea due to the size and amount of users + traffic that is channeled through Asia. Ignoring a market with such hype is effectively shooting yourself in the foot if you are trying to become a global company (you need as much exposure as possible). And you companies website or call entered is probably managed in one of these countries therefore makes even less sense to exclude them from marketing & advertisement schemes.

Action plan

I most use Asana for tracking my progress and staying ontop of my tasks. I have used it mainly for focusing on my bigger project.

For these projects i thought have a separate trello account would also be useful and thus created one for this course,

I feel that it was not too difficult to stay onto of my work, however the deadline arrived quicker than expected and I'm not sure if i had time to complete everything as well as i would of liked.

- website
☑ 0/3
- Deploy website
- Create about page
- visualise illustratable content
- inspiration from the web
- links for bad website redesign
- move #particles to z-index more
- Create pages for website
- add recipe
- website blog post
- put work on github
- complie code for skinmusic
- git commit for mteeo