Unit 9 Image Critique

Step 1:

Create a document answering the following:

* Which existing websites out there most inspired your web site design thus far?
  + <http://www.blacktomato.com/> I really liked the nav bar and the home page. I think this website was my biggest inspiration for most of my designs, including the partner project I did for Martha!
  + <http://mikekus.com/> I really liked his simple look. It’s straight to the point. He goes straight into his portfolio and its all laid out there for you to see. That’s the focal point of the whole website and he compliments the colorful pictures really well with the nav and footer bar. I wanted my design to do the same and for the user to quickly focus on the work and straight to the point design of the website, rather than to go for something loud and fancy.
  + <http://westernrise.com/> For this site, I really liked the logo and how it was placed but most importantly the font and icons used. It’s so simple and understandable. It’s a really clean look.
* Which parts of the design are you most proud of?
  + I’m most proud of my logo and my icons. It took me a while to figure out photoshop and to understand how icons work so the fact that they are all in place is a big deal to me.
* What struggles did you encounter in your design process?
  + Figuring out to how resize things to proportion and finding the right balance between clean and minimalistic. I did not want it to look too boring (it still does for the moment but I’m working on it) and when your basic color scheme is black and white, it’s quite difficult not to be. I eventually did add some color!
  + Another struggle was figuring out how photoshop worked (it took me 2 days to figure out how to draw a circle) and how to make a logo design that wouldn’t be too common but not too complicated either. My mom says my logo looks like starbucks ☹ have to probably reimagine it then.
  + Also another struggle was figuring out the right font to go with everything! I felt nothing worked for a while and am still not sure with the current font I have!
  + It was surprisingly not that challenging when it came to the responsive bit because I knew exactly how I wanted to look like when the screens grew smaller and such. There wasn’t much content yet so this was a relatively easy task.
* Which struggles did you encounter during page development?
  + My github page failed to load and despite help from Sarah and the Github guy, it still couldn’t work for the longest time. I finally decided to scrap the whole thing and accidentally deleted all my hard work ☹ I managed to save some bits of my draft work (Martha’s site was one of the saved bits) so it was not too bad but I did have to redesign my entire website from scratch.
  + This became extremely stressful when you think about how you’re technically redoing 7 weeks of work in just one week + having to incorporate the project of the week. It was, however, good to have a chance to step back and review my initial design and tweak it a bit.
* What did you learn from making your project responsive?
  + User experience always comes first! It may look good in theory but you’ll only really know if it’s practical once you test it out and put yourself in your potential client’s shoes. Always test your design to be doubly sure! I had to remove some things that I wanted to do because they simply weren’t practical on a responsive level. Overall though, I think I’m definitely achieving a much better look than previously envisioned.

Step 2:

Group1: <http://www.sagmeisterwalsh.com/>

* Layout
  + The layout is really clean. You can clearly see the background image and how it directly correlates to the links
  + It’s a really creative take on a nav bar!
  + It was cool how it was slightly fisheyed!
  + But what is with the guy under the desk?
* Typography
  + I really liked how he/she kept to a simple font to give the background more emphasis
  + The black was a good shout against the generally white image
* Navigation
  + I think this was the crowning glory of the whole website. Don’t think anyone has ever tried this before!
  + It is really clever how despite it being a relatively unique way to design your nav bar, users can easily understand both the icons and the different links on the site.
* Overall Flow
  + Clear flow with emphasis on the image and links. It is definitely a design with a purpose, drawing the user attention to the fact that it’s their work, their company, their organization but in a very simple and clean way.
  + It’s not messy and the background image would generally be quite a messy choice given how there is so much going on in the picture itself.
  + I feel like this guy/girl definitely broke some design rules but managed to keep it clean and easy to follow!

Group2: <http://www.warnerbros.com/archive/spacejam/movie/jam.htm>

* Layout
  + I feel like the layout itself isn’t really the worst part of the website. The layout itself, if you really think about, is actually quite decent. You can see a general flow and see what they are trying to do.
  + The biggest issue is the background, it’s too much given the colors of the icons
* Typography
  + Terrible I suppose, especially the bottom bits. Red is just too much! There’s too much going on!
* Navigation
  + I think the nav is quite well done to be honest. I mean he/she managed to make a roundish list of link, which I think is a big feat!
* Overall Flow
  + The main issue with this site is the background, the red links and footer. The font for the nav bit itself and the whole space jam space theme isn’t bad. In fact, if you actually watched the movie, this website fits it very well. However, it could definitely be improved!
  + I’d make it a black plain background with maybe some animation for stars instead of a fixed starry background. I’d change the red fonts too!!! Maybe stick to the yellow color already chosen for the fonts??