

## Step 1: Reflection

Which existing websites out there most inspired your web site design thus far?

<http://foodsense.is/> — I like its simplicity, the clean layout with a strong focal point. It's navigational elements can be clearly distinguished on the side of the page with some icons and a contrasting colored fonts. The site is also responsive to different screen sizes, which gives ease to user experience.

Which parts of the design are you most proud of?

I learned how to use ( :hover ) to change background for the nav, change color on the text, and apply font-weight. It was fun seeing how it turns out and just being able to execute some basic contents of a website through html and css. I'm also happy with the typeface I've used for my logo; I think it gives a plain website it's character.

What struggles did you encounter in your design process?

I didn't have a particular project in mind when I took this course, so It took me a while to figure out the color combinations I want for this website, in the end I went for a safer lighter colored instead. Typefaces - there's just too many to choose from - wish I had more time to a better typeface compliment the headings and paragraphs.

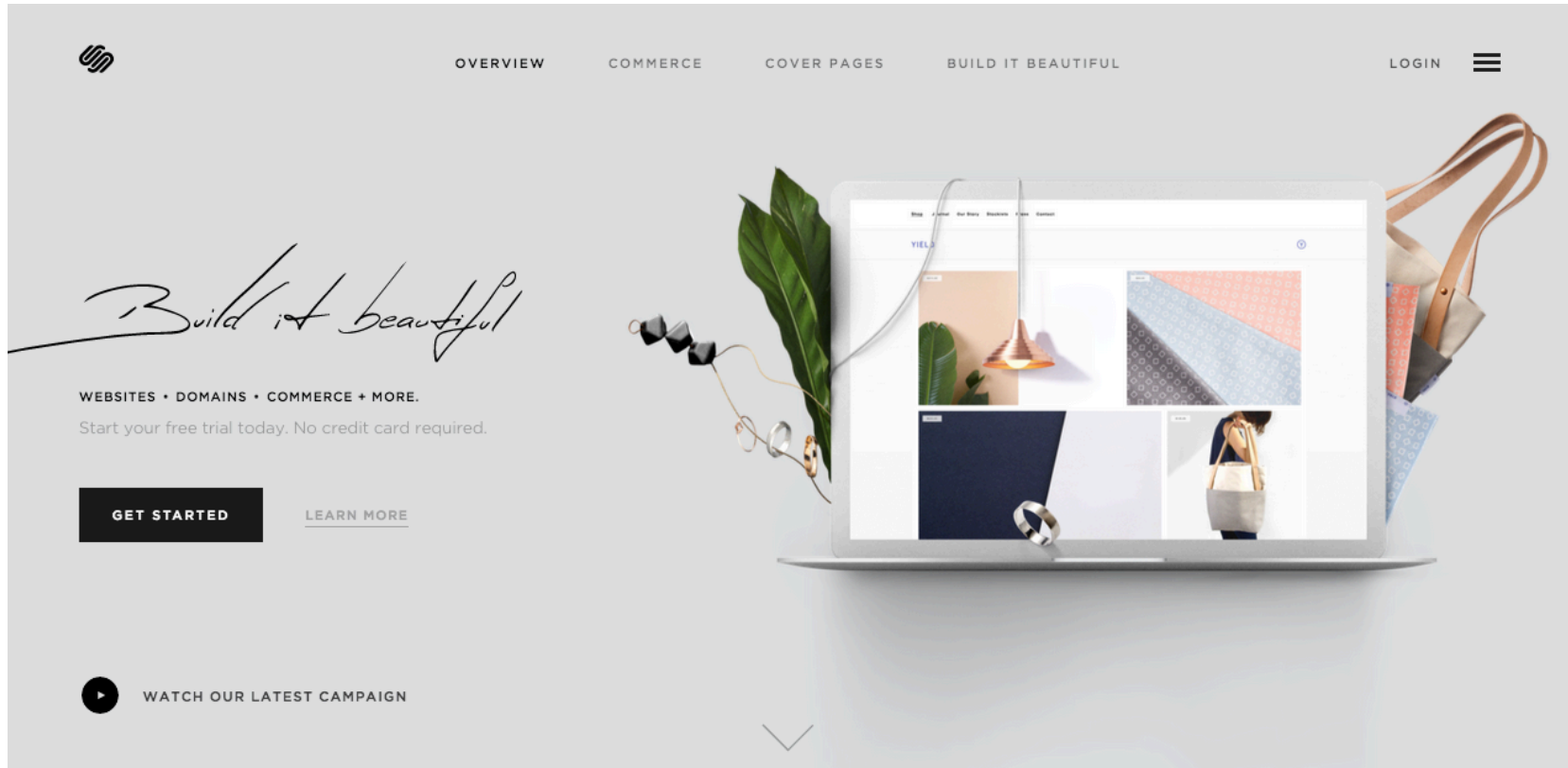
Which struggles did you encounter during page development?

I struggled a whole lot remembering how and when to use FLOATS, CLEAR AND CLEARFIX  
I find it confusing at times deciding whether to style a certain element on its parent or child.  
(e.g nav or nav a, ul or li etc.. ) and how to SHORTEN my stylesheet. And  
at times unsure whether I've doubled the styles elsewhere.

What did you learn from making your project responsive?

I learned how ems really does make styling easier, and in the end you must know what you want your  
viewers to see first and the call to action when then reached your homepage.  
by bold font weights, large images, and text against dark contrasting background colour. Shows clear  
navigational flow.

## Step 2: Reviews



<http://squarespace.com/home/overview>

layout - The layout is clean- great use of white space around so the focus is on the image on the right, and slogan on the left; it also shows balance between them the two columns. The size of image is in

contrast to the small text navigation and are clearly spaced. Other information are filed within the hamburger button on the top left which helps clear out spaces around. There's also a call to action highlighted with a black background colour.

- typography - the site used sans-serif which is appropriate for websites. It is clean and readable. There's the use of all-caps all around the site balanced out with use of lowercases on its paragraphs.
- navigation - The call to action is fixed on the page. which is probably website's main objective. There's also an arrow pointing downwards to invite scrolling. Use of icon-which is widely used in modern websites such as ( hamburger button, and PLAY utton) avoid confusion, and is easily to follow.
- overall flow - has great user experience, and a responsive website. Clean colour palette. The flow of the site is guided by bold font weights, large images, and text against dark contrasting background colour. Shows clear navigational flow.



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

- layout - the space between the logo and other elements around it are too closely together. It makes it difficult to read.
- typography - the way the text is styled plus the size of its fonts is just too hard read and they are placed too close to the images. It just looks very crowded.

navigation - the logo gives the focal point to the site. But the page looks flat and its hard to determine whether there's any navigational elements or are they just flat static images.

the thumbnail images doesn't represent anything in relation to the text navigation.

The site is also not responsive to different screen sizes. which gives it a poor user experience.

overall flow - It's hard to know which navigational element to focus on and the images doesn't give any meaning to help identify the specific navigation.