

Unit 7 Project: Design Critique

■ Reflection

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

I found that exploring the CSS Design Awards website and researching the winners to be very helpful and a good place to generate ideas. Some of the websites that I've been enjoying currently are:

[Creative Edge Parties](#)

The animations are fantastic on this site. The layout is simple and clean and the idea of playing an interactive game for a high-end caterer in NYC is fun. Maybe not quite the quite the right content for a cater though.

[Sassi Holford](#)

I found this site while doing research for Alejandra's site for our group project and thought the CSS shapes were great and something I wanted to explore while working on her site.

[Wine Awesomeness](#)

When coming up with my idea for Coffee and Vinyl this site was very inspiring and helped generate content ideas.

Which parts of the design are you most proud of?

I'm really happy with the way the angled divs turned out with Alejandra's style blog and I'm interested in moving on with trying to figure out how to animate them.

What struggles did you encounter in your design process?

Refamiliarizing myself with photoshop and then learning to work with the tools in Inkscape took a lot longer than I expected but with repetition working in Inkscape became easier.

Which struggles did you encounter during page development?

It was challenging trying to google figure out how to shape the div and create an interesting shape and pair that with the pictures that Alejandra sent. Luckily, Sarah was there to help and sent me some links to look at.

What did you learn from making your project responsive?

This is something I'm still learning and struggling with. However, I'm constantly checking and comparing what I'm creating with my iPhone and now with the device mode with inspect element function on chrome.

■ Reviews

Group 1

www.sagmeisterwalsh.com

My thoughts on this design studio's home website are very positive. I find the webcam feed of the actual studio space to be an interesting choice. At first, I thought that this may be just a gimmick but after exploring and reading about the company's process and style, a voyeuristic home page compliments those ideas perfectly. Their use of black and white throughout their website is simple and clean but also matches the physical studio space and reinforces this idea of voyeurism.

The layout is somewhat of a "Z" or left-top to right-bottom diagonal but my eye is immediately drawn to the center of the image to what appears to be a painted navigation bar on the center of the floor. By implementing actual navigation with these painted objects they are able to blur the boundaries between the physical space and website.

Overall this website does an excellent job of capturing the audience's attention and generating interest to explore the website further.

Group 2

<http://www2.warnerbros.com/spacejam>

Wow. It's hard to believe that Warner Bros. approved such a poor site. As I started exploring, I realized I had to squint more and more to read the icons/menus. The overall scale of all the objects throughout the website is way too small. All of the background images throughout the page blurred a lot of the typography to point of being unreadable. The menu placement in the image are poor and unreadable as well.

The only thing that isn't glaringly bad on this website is its layout. But even then there's a lot of space that isn't utilized. Why is there a large empty box next to the logo on every secondary page? It's almost as if the site was created in 1996 and was meant to only be seen on an ancient web browser and a low resolution screen. Overall, it seems that there are way too many ideas trying to be implemented on this site and making it incoherent.