**Step 1: Reflection**

As far as web inspiration, I’ve really been looking at mobile-optimized websites with a clean one-page layout and a strong hero image. I like that pared down, highly visual look, and think the format is generally easier to navigate. For this reason, I’ve tried to incorporate that same kind of aesthetic into my own website, and I’m proud that it comes close to matching what I envisioned. I think that, in general, the design aspect comes a bit easier to me than the page development – but I did find myself spending quite a bit of time on color pairings. For the actual coding of the site, I found columns, floats, and margins to be the most difficult. Finally, from making the site responsive, I found that it’s much easier to build it in from the start, and that having clean code and order really helps.

**Step 2: Reviews**

**Sagmeister & Walsh –** I think this website is incredibly unique, and clearly sets itself apart from others. From the aesthetic, I think that it’s readily apparent that it’s some sort of agency, and that if they’re creating a website so creatively, it must be an agency with a design focus. So, I think the site design and layout was clearly aligned with their objectives. The typography further reinforces their expertise in design, additionally creating the impression that they are bold in their design – from the bold font to the oversized logo. The navigation on the homepage is very clear, and subsequent pages have an intuitive and easy-to-use navigation bar – not through a hamburger, but with a plus sign to demonstrate that it’s expandable. As for overall flow, I think it’s greatly achieved through simple black and white design, lots of white space, and strong visuals that guide the visitor’s eye down each page.

**Center for Advanced Visual Studies –** I think there’s an interesting idea here, but I don’t think it’s at all well executed in its design. First of all, the site is not responsive, so in a minimized window, the elements superimpose onto one another. In general, though, there’s no clear direction with the layout – with content all over the place with no readily apparent flow. The typography, itself, is very basic, and looks not at all ‘advanced’ as the name ‘Center for Advanced Visual Studies’ would denote. Finally, there is no navigation.