

Unit 9: Design Critique

Step 1: Reflection

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

At this point, I am wanting to switch to a different website all together and am looking to do either a blog focusing on art and travel or just a portfolio of some of my artwork. Two websites that have inspired me are lolarosethompson.com and samspratt.com.

Which parts of the design are you most proud of?

Although I am still working on perfecting my skills, I enjoy the responsive aspect of my old site. I am really proud of the client site I did in Unit 6 as I put the most work into that site. I would definitely like to eventually incorporate some of those ideas into my own site.

What struggles did you encounter in your design process?

One struggle that I frequently faced was getting my code to render in the browser. I found that sometimes I would have to copy and paste my code into another area (such as MS Word) and then recreate it in Sublime Text line by line in order to eliminate any issues that were preventing my code from rendering.

Which struggles did you encounter during page development?

As I still am working on obtaining quality images for my site, I feel that my site was a bit sparse in terms of high quality images. Being that my site is geared towards my own personal work, I am working towards improving and expanding upon my photography and Photoshop skills in order to capture the essence of my work.

What did you learn from making your project responsive?

I learned to how to make subtle changes such as moving the navigation and eliminating/adding certain elements to my page to best enhance the site based on what type of device a viewer may use.

Step 2: Reviews

Group 1 - Sagmeisterwalsh.com

Layout – I love that this site is very visual. The unorthodox landing page and bold images immediately draw you in and create a sense of anticipation with regards to viewing other pages.

Typography – The clean feel of the sans-serif black font against a white background creates a simple, uncluttered design that allows the message to be the central focus. Rather than switching to a serif font, the site switches back and forth between regular and bold type to emphasize headings and important information.

Navigation – This site has made it easy for viewers to easily navigate around the site. The logo hyperlink in the upper left hand corner allows the viewer to easily access the home page. The nav bar is tucked away which allows the layout of each page being viewed to remain clean but the rollover effect allows the viewer to easily navigate to any section of the site.

Overall Flow – I enjoy the high level of interactiveness that each image has. The site is quite complex but the viewer feels a sense of ease when attempting to view images and locate information about each project.

Group 2 - <http://mimarch.net>

Layout – This site is somewhat image heavy but also has a lot of information to convey about what the company has to offer in terms of services. The home page immediately displays visual images of the firm's work, giving the viewer insight into what the company does and represents. The various nav subcategories are encapsulated in color coded backgrounds which also link to the bottom of the same screen where more information is displayed. Although the layout has clarity, I believe it would have been better to display only a nav bar and images on the landing page for more simplicity. The color-coded nav anchors provide a nice juxtaposition against the b&w slider images. The logo and font could be a bit larger and it would be nice if the nav bar at the upper right hand corner had a different text color to make it stand out more against the black background of the header. I also feel that some of the nav elements are a bit repetitive and could have been simplified for a more streamlined look.

Typography – The site incorporates a sans-serif font throughout which creates a straight to the point, no nonsense feel. I believe that the font should be larger in some areas. Although the color coded nav's do draw the eye, the site feels a bit busy for my tastes. As stated earlier, one nav bar with another color would have been more suitable in my opinion.

Navigation – The index page can be a bit confusing due to too much information being presented to the viewer at one time. Again, I believe the landing page should be image heavy and the nav bar should be the sole focus on the index pages. Hyperlinks on the landing page pictures as well as in the nav bar could have led to further information about the company.

Overall Flow – I feel that while the design is ok, it is much too cluttered and can create somewhat of a disjointed feel for the user. I believe that simplicity is the key to great design.