Assignment 11: Finishing Touches and Write-Up

My thought process behind What The Duck was to make a website that would be light-hearted and approachable by all, yet still be informative to the people that might visit. I tried to establish an environmental theme with my choice of colors, which is why I used the brown, blue, and green color scheme. I had to fiddle around with contrast and readability, so the colors aren’t exactly what I envisioned, but still works nonetheless. With the font choice, I wanted something that looked formal yet elegant, and for my initial presentation of my site, I had Times New Roman, which was just bland, but also just a placeholder at the time. Therefore, I looked up fonts that were mainstream and accessible on most if not all computers, and yet still achieved that formal and elegant look, which is how I ended up with Georgia and Candara.

For the images used, I tried to grab some silly duck images, since I’m not trying to be National Geographic. At the same time, I grabbed some otherwise generic images of ducks that would round out the images used and give some sense of credibility. I tried to make it fit the theme of the site, and chose images that seemed to scale well for the case of responsive web. As for the design itself, I went mobile first, and had the idea of lily pads for the nav and ran with it. I based my design off of other similar sites, like National Geographic, but adjusted accordingly how I saw fit. Scaling up the site, I tried to keep the site integrity so it didn’t feel like too different of a site when visited on larger viewports. I underestimated how different the sizing of sites would look on a browser versus the photoshop mockups I made, and it forced me to adjust some design decisions. While I tried not to get attached to some of the design features I had, after some critiques, I knew it was best to try and adjust to what others clearly agreed on, especially if I could see where they were coming from.

After this learning experience, there are definitely other things I would change or try out, especially considering how much more I know now, not only from this class and project, but from looking up other things or learnings from other classes. Compared to previous sites I have made for other classes, I like the progression I have made, and notice some habits and consistencies between these sites that I tend to stick to. Even though I am pleased with how What The Duck has turned out, there are many other things I’d like to experiment with it, like changing the nav to be a hamburger style, or adjusting the contact page. Regardless, I’ve learned a lot from this site, a lot from my peers comments and their own sites, and just from tinkering with different ideas throughout the semester, and can’t wait to implement these into future projects.