Step 1: Reflection

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

There are so many cool and innovative websites out there, it's hard to name names. But Apple's website, as cliche as that is, is certainly one that inspires me not just because of its clean design, but because it does such a great job bringing the branding of their products, services, and company philosophy into one consistent message. I also find inspiration in the National Geographic's photography website for its pure content and presentation of it. Lastly, I really like Google Doodles even though that's not technically a website by itself. I love the what they can do in such a small space.

Which parts of the design are you most proud of?

I think I'm more proud of the functionality than the design of my website. Since it's a portfolio site, I kept the design really clean as to not get in the way of the photographs. So, I'm more proud of the fact that the website is responsive.

What struggles did you encounter in your design process?

The main struggle for me was keeping the design minimal. As mentioned above, I wanted to make sure that other elements not get in the way of the photographs. But it was more challenging to subtract design elements (e.g. lines, borders, font colors, etc.) than to add them.

Which struggles did you encounter during page development?

I actually encountered some challenges while working on my partner's website. I couldn't figure out how to center the entire page for a more dynamic site. I also had some trouble fully comprehending the floating concept.

What did you learn from making your project responsive?

I was amazed to learned that the bulk of making a website responsive is using precentages and relative measurements. I had thought that it required some complicated query and code. This entire course demystified a lot of things about modern websites and how far websites have come since the days of Dreamweaver.

Step 2: Reviews

Group 1: http://squarespace.com/home/overview/

Squarespace does a good job of achieving their main objective, which is to illustrate their services, by combining the right balance, contrast, hierarchy, repetition, typeface, scale, and white space.

A good balance is achieved by alternating the main text and main image from to right as the view scrolls down. The contrast is not too harsh by using a gray background and dark gray text instead of the stark white and absolute black. Use of large "H1" text and descending text size leads the eyes through a well-organized hierarchy. There's not a repetition per se, but samples of website for different clients create a consistent message.

Typeface is clean and elegant overall. But the font size, especially the navigation, could be a little larger. There's good use of both positive and negative space without overpowering the images.

Group 2: http://www2.warnerbros.com/spacejam/movie/jam.htm

At first glance, this website looks like it's designed poorly. And it no doubt is by today's standards, lacking any balance, hierarch, scale, and white space. However, considering that this is circa 1996, it actually is an effective site. Mainly, its design serves the target audience, children, with fun colors and wacky, "Looney" images. Kids would have responded positively to the navigation. In fact, I showed the site to my 7- and 8-year old sons, and they thought it was cool.