Semester Project 2

Håvard Sollie

Design

What went well on the project

I spent a day playing with colors and shapes to develop a logo. I wanted it to be playful. The choice of colors was also important and would decide the color palette of the entire project.

I think the choices of fonts are challenging, but should be a bit creative. They are supposed to express life and creativity. A feeling of playfulness. However, the font «Faster One», might be too much/to weak in terms of readability. But the font is perfect for the theme of the site.

I think the colors look nice and expresses the correct mood and feelings. Light blue was chosen because of the blue sky, and what is associated with that. A nice day, happy mood, playful mind. The darker blue makes a good pair with the lighter blue. Is the color of creativity. The red/orange one complement the blue. I needed something opposite. They complement each other are simply nice to look at. All are pretty strong, as should the mentality of the customer be.

I am pleased with the overall playful and «quick» look of the site. It is supposed to make the customer go outside and do activities. Skateboard, run, swim, walk, whatever you put your sneakers on for. The colors, fonts and different background all serve this purpose. But, as anyone doing sport, is is important to breathe. That is why I have so much white empty space, simply to let everything else breathe. I think it works well.

What was difficult/didn't go well on the project

As always, I struggle to caliber the right design. Is is too much, is it too little? On previous project I have used too many colors and compressed the site too much. I think the mobile screen design on this site is the major part that did not turn out to be the greatest. Especially on the product details page, stuff is bouncing around and I just could not find the best solution. I think the small mobile screen is difficult to work with because of the small and compressed space.

The footer serves its purpose mainly for the background pattern, but I could have developed this part to be even more integrated with everything else.

What would you do differently next time

I would have spent more time on design development.

Technical

What went well on the project

I started early on experiencing with the functionality. And I think it went well. We have a lot of practice with API calls and displaying data, that was not a problem. Everything with local storage went well. The major obstacle was uploading images to strapi, but with good tutoring and some testing/failing I figured it out. It turned out to be a very short and effective snippet of code, in my opinion (dataset). Overall, I think my understanding of JS has improved a lot during these weeks. Obviously the experience of a year with JS does its part too. I am delighted to execute all functionality.

What was difficult/didn't go well on the project

The most difficult part was the image functionality, but there should be some issues in a project like this.

What would you do differently next time

Added more functionality.

References

[Internet, Magic Pattern]: https://www.magicpattern.design/tools/css-backgrounds
[Accessed: 28.04.22]

School of technology and digital media