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GA Web Design:

Unit 9

Step 1

1. Information is Beautiful.

2. The nice clean font and the fading header.

3. It’s hard to design a site if you aren’t sure exactly what the content will be.

4. Floating elements collapsing.

5. How to changing the position of the navigation bar and use relative font sizes.

Step 2

Review of Medium.com:

Medium is clean and beautiful. The layout is well organized at a desktop width. The navigation is compact and clearly separated from the main content by a thin grey line. I like that this top bar does not follow you down the page, as if giving you the benefit of the doubt that you can remember what the options were. The stories are well organized by tags, with short intro paragraphs and pictures to get you hooked. The righthand third of the page is devoted to tags, which let you what other content you can explore. Certain links, such as the authors’ names and the “read more” call to action, which may not have been obvious links, are given small green text to make them stand out and queue that they are clickable.

All the navigational text is clean sans-serif typography. The logo and the text within each article is a standard Times New Roman font, which calls to mind traditional and trustworthy newspaper print.

Due to lack of color, the flow is directed simply by the boldness and size of the text. The flow leads directly to the first article the comes up, grabbing interest quickly, and then leads the eye off to the “tags” area so the reader knows what other types of stories they can explore.

Overall, a large amount of information is conveyed quickly and beautifully. I can’t think of any way to improve it other than possibly making photos a slightly bigger priority to make the page more visually interesting.

Review of Mimarch.net:

Where do I start? The layout doesn’t make sense. Many navigation items and labels are repeated. Text size and style is not consistent. The column layout switches from thirds to fourths. Color is used randomly on text, border boxes, photos, and background. The design would make even the most budding designer vomit with rage.