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Composing Digital Media

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Web Design Reflection

Well, I did it! I crafted a website, sort of! Considering my failures in previous computer science courses, the fact that I braced this unit with minimal tears feels like an accomplishment in its own right. First off, I’ll get those pesky citations out of the way. The photo of Jodie Sweetin is from the cover of her memoir, *Unsweetined*, a book with little artistic merit but a must-have if you’re feeling impulsive at the airport. I’m not exactly sure if this is proper citing, but the photo is from Simon Spotlight Entertainment. The Urkel photo comes from a website called The Berry and is composed by Megan Resig.

My main motivation was to keep it simple. Since my personal goal was to get a basic introduction to the world of web design, I didn’t want to overcomplicate myself. In addition, I didn’t want to overcomplicate the viewer, as that’s whom this is ultimately for. Lastly, the content of the pitch relies on a casual, self-mocking tone, and a basic structure needed to reflect that.

In terms of the CSS style rules, that was a bit trickier. In order to meet the baseline criteria—which, three reflections deep at this point, you know is my goal—I couldn’t use the same tricks I had been learning from the fabulous tutorial, “Interneting is Hard”; I had to revamp them in some way. I chose to make the font style of my headers “Cambria”, because I know viewers are familiar with it, as it is the automatic font style in Microsoft Word. The rest of the content I kept as sans-sarif. I also increased the font size of my initial header to 42px in order to make a big impact.

Now the color, that took some time to play around with. I’m a fan of keeping things solid-colored; that’s’ just the kind of guy I am. Since I like my work to reflect that personality trait, I wanted to keep the content of my web pitch one color. After some deliberation, I landed on purple. Why purple? Because it’s serene! It reminds the viewer of happy, pleasant feelings like warm sleepy kisses. When I put this nice, serene purple (okay technically it’s magenta) against a light grey background, it just felt like such an aesthetically appealing combination. I had to keep it!

In terms of alignment, I know it may seem like it hasn’t been altered much, but I actually thought the original alignment looked quite nice! It’s clean, ordered, and easy to follow. What more could you ask for?

I do have an inline element (strong), in which I’ve chosen to emphasize “**your”** to stress that I would love to be a part of someone else’s project! I saw some really intriguing pitches, and I’d especially love to help with anything revolving around food. I also found it funny that most of the pitches were for website designs, but I attribute that to a website being the most suitable project for a large group to collaborate on. Plus, I could definitely use the help.

While I found the inline elements to be easy to incorporate, the block elements are a bit more challenging. For example, I don’t have a functioning div, as I’m still trying to wrap my head around what this is.