

PROJECT 7: MY DESIGN PROCESS

Defining your audience/tone

To design the website I identified the most likely visitor - a potential client. Then thought about what I would be looking for if I were requiring the services of a creative agency:

- Easy to navigate website
- A tone and style for the company expressed through design and voice
- The services provided
- Clear examples of previous work
- Sources of inspiration
- How to get in touch

What existing websites out there were you most inspired by

I was inspired by <http://ogadesign.com.au>
I liked how the website is presented:

- The use of white space
- The layout of the pages
- The use color
- The use of typography

Parts of your design you're most proud of

I'm quite proud that I managed to create a website at all so everything feels like a huge achievement! But to be specific, I'm quite proud of the layout and the consistency of it.

The struggles you encountered in your design process

I struggled with choosing colors that worked together and using them in a way that wasn't overpowering. I also struggled with designing the layout of certain pages. Some are different to my wireframes but I feel I was able to create balance and better flow with the final product.

Parts of the development process that you overcame

A significant struggle was with the getting my head around the box model and how it all worked together. However, once it clicked everything seemed to move into place. I also struggled with fitting sections to the page width and the relationship with margins.

The struggles you encountered when developing the page

I definitely struggled with getting floats and clears correct and creating consistency working with both Chrome and Safari.

What you learned from working through this mid-term project

It's easy to have an idea but it's never as easy as it seems! Making sure I had a design and development plan made putting the pages together much easier. Also, assessing all the elements I would potentially need to use in the css code before I started the coding for the page also simplified the project and helped identify things I hadn't thought of and adjustments I'd need to make.