1. Further Bound Design <http://www.furtherbound.com/>:
2. The site exhibits effective use of space with a photograph as the negative space with good composition and of the logo “Further Bound” as the focal point. The flow from the focal point to the imagery works. The balance is created with the three-column format moving below the fold.
3. The site features designs that “Further Bound” has created and they are displayed below the fold in the three-column format. The only thing I would suggest for this beautiful website is a better menu display including an ABOUT section, Other than that, this site is very minimalistic in design, which is something that I am a fan of. In consideration of space, size and balance it flows very well to me.
4. The Poor Traveler <http://www.thepoortraveler.net/>:
   1. The positive space of this particular site is colorful and eye catching. The focal point is photography, as it scans through 6 different images that link to content within the site. The objects below the fold are displayed in a three-column format with photography creating the flow. The negative space is white, which helps the imagery stand out. Each object is sized proportionately to the page in the three-column format, which in turn creates great balance throughout the site.
   2. The “search” option on the home page is listed at the bottom, and perhaps the owner of the website decided to do this because the flow of the page easily brings the user down to the bottom, however, I would like to see it at the top. In other words, I don’t want to have to *SEARCH* for the “search” element. The top right of the screen gives the user the ability to “Pick a Destination” and the menu pushes the page and it’s contents to the left. I think it would be nice to have it overlap the content, as opposed to pushing it to the left.

LAYOUT COMPARITIVE:

1. Similarities: Both websites feature a three-column layout with visual imagery photographs as the focal point.
2. Differences: Further Bound has a much more minimal design, no advertisements, just words and photos. The Poor Traveler has advertisements right underneath the focal point, above the fold. TPT also has links to their social media accounts inside the focal point, above the fold to the left. FB has it at the very bottom of the page, which is where I feel I would naturally go to find the social media links on a website.