Step 1.

* Which existing websites out there most inspired your web site design thus far?

<http://kpcbfellows.com/>

<http://whiteboard.is/>

I got the most inspiration for my web site design from these two sites above. I love how the moving images in the background tells so much about the company more than they could write in bullet points. The simplicity, flow, focal point, use of space, and vivid color with strong content are the critical elements I pursue to achieve in my design, and these two become to be an exemplary model as my site develops.

* Which parts of the design are you most proud of?

I am not most proud of the design I am developing yet, however, I am working on color, typography, and space so it may look more balanced to the users’ eyes.

* What struggles did you encounter in your design process?

I struggled to find a ‘right’ prototype for a portfolio website I was designing. I had a hard time developing framework of the design just because I was not sure what kind of content I should add or delete. I had a lesser hard time designing Sarah H’s photography site though. I think it’s because the complete design of the site was given and I had to create the way I was assigned to do. I am still exploring the layout, typography, and colors for my web design.

* Which struggles did you encounter during page development?

Again, my biggest struggle was to identify the goal of each page.

* What did you learn from making your project responsive?

I realize that I wanted to have the current image as my background, so it may not take up so much space when it responds to the smaller screen.

Step 2.

<http://www.businessoffashion.com/>

There is so much going on. The space around the header is the first place my gaze stops. I like the balanced use of san serif and serif throughout the page, however, the flow of the page brings me everywhere all at once. I would make the font size for the navigation bar a bit bigger and the header size smaller and move the first image of the page a little bit up to the page.

<http://mimarch.net/>

I love the use of distinctive colors for each element on the front page. However, it disappoints me as I navigate the page all the way to the bottom. The flow of the page is disoriented because of the frequent use of bars and unequally compressed images. The unbalanced ratio of each image really bothers the viewer and the use of font size, style, and overall layout is neither coherent nor aesthetic.