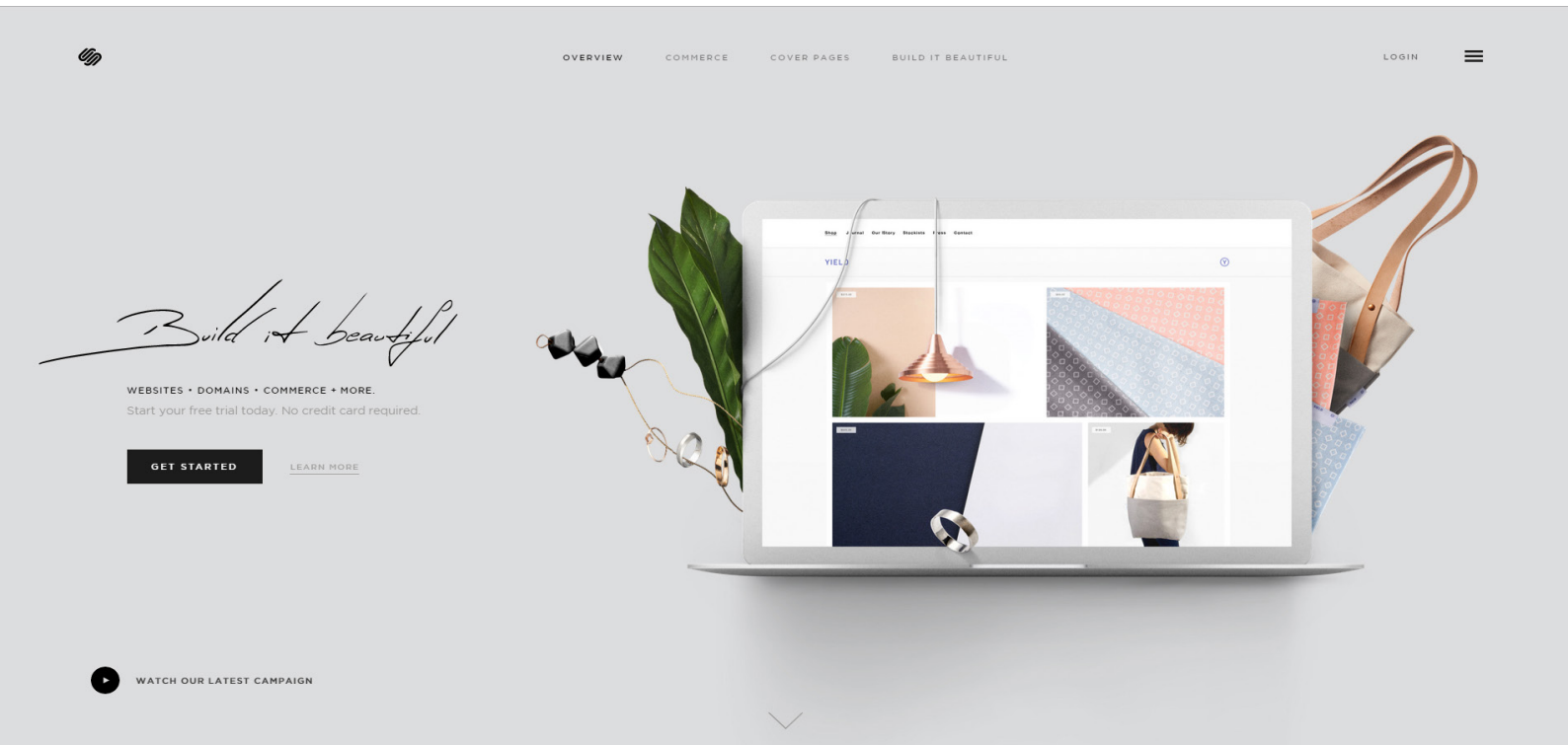


JOE PEJKOVIC

GENERAL ASSEMBLY - UNIT 9 - STEP 2

DESIGN CRITIQUE: SQUARESPACE



Squarespace utilises many design elements which I find appealing. Lots of space, clean fonts and minimal clutter. It uses simplistic, yet effective photography and art to promote what they see as their strength: Great design.

The navigation is simple and minimal at first, but there is a vast menu tucked away behind the hamburger icon in the top right corner. This acts as a control panel, and keeping it hidden allows for the page to look tidier.

You are prompted to scroll down the page and as you do you are treated to simplistic page layouts where you are drawn to the design being displayed.

By focusing on the design of the site, Squarespace is selling how artistic and professional their design templates are, inspiring you to create something just as nice.

As you browse the site you are presented with more templates to choose from. Each one is perfectly curated to appeal to the many different types of customer looking to build their own site. It is an extremely easy site to navigate, with clearly displayed buttons and menu items which perform the exact task required.

Squarespace have created a visually pleasing, functional website. Which is a good thing considering that is exactly what they are trying to sell.

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DESIGN CRITIQUE: SPECTRUM POWDERWORKS



[home](#) [contact](#) [colors](#) [the shop](#) [tech info](#) [pricing](#) [worksheets](#)

Oh dear.

Spectrum Powderworks fails to establish any kind of consistency throughout the site. The company logo fails to really stand out against the background and the banner floats in the middle of the header, which makes it feel detached from the page.

The navigation bar is relegated to the bottom of the page and isn't given much presence. The main navigation actually utilises a nifty little slideshow action, but it's let down by some poor typeface choices. A theme seen throughout the website.

The 'ABOUT US' page displays an interesting lack of capital letters. Though this could be by choice. The typeface chosen is too light to be used as it is since the colour of the text is very close to the background colour.

The designer has chosen to redirect the user away from the site to show images of the services they provide, which is odd considering the capability to code a gallery seems to be there. As a result, three out of the four links on the main navigation send the user away from the site.