

Reflection

Challenges that I encountered + strategies I took to overcome them:

Challenge 1: I was writing the code in Brackets because it provides immediate feedback through preview, and for some reasons towards the later half of the project the preview started to feel buggy – not reflecting certain style changes, wrapping text around the sidebar, etc.

Solution: I wanted to keep my source files in one place, so I began to test my code elsewhere by writing in TextWrangler, saving changes and viewing in browsers to take note of elements and styles that require a little more tweak. (While doing this work-around I also found out that different browsers render differently.)

Challenge 2: I'm too used to importing Bootstrap for responsive grid layout and did not really know how to set up grid with my own code. Creating a row and setting widths of image divs to percentages did not work well because my design has 3 images per row and resizing viewport breaks the row.

Solution: I learned about CSS grid and flexbox (which was long overdue because I meant to do that over the summer – thanks PUI) and was able to figure out how to fill up the grids and set up gutter in between each column.

Unsolicited reflection: I only started to think about grid layout when I got to the product gallery page because using a grid for a collection of objects seemed obvious. However, I found it to be useful for the layout of a couple of other pages (contact page for example) but I had to make changes to a couple of things to make it work because I had written a different layout for that page. I only have minimal experience with coding, but it seems to me that planning beforehand would save time and energy of going back to find out things that need edits. At the same time, being able to think through the project and lay out the structure of code at a higher level comes from a lot of practice – I've definitely become better than when I started in front-end development: I learned to pay more attention to naming rules (so it's easier for me to find them if edits need to be done) and use comments to divide my code into sections to make them more readable, but there's a long way to go.

Brand Identity + Design Choices

The majority of design considerations was described in HW3, so I'd like to reiterate a couple of the key points:

I designed for an audience who are young and enjoy outdoor adventures. White space is a key element in my design because it reflects modern aesthetics and helps construct simple layouts. Paired with geometric and sans-serif fonts, the muted color palette and direct attention to the products – they help the users/customers stay focused and at the same time mitigate the possible information overload.

References

Images

<https://images.pexels.com/photos/1175135/pexels-photo1175135.jpeg?auto=compress&cs=tinysrgb&dpr=2&h=650&w=940> <https://secure.img2-ag.wfcdn.com/im/16997624/resize-h800-w800%5Ecompr-r85/4150/41502892/Catysmile+Backpack+Cat+Carrier.jpg>
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Code

Dropdown button: https://www.w3schools.com/css/tryit.asp?filename=trycss_dropdown_button