Critique of Web Development Assignment 2

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To tie the individual elements and sections together on each web page, the implementation of CSS grid was necessary. A six-column system was used to produce three different layouts overall. Each layout was established by setting the grid-column of the sections, it was unnecessary to set the row height at any stage. As the content within the website is minimal at present, the grid system gives convenient scalability options if more content is added. An F style layout has been used for the web pages. A Z style single visual approach may have proved more impactful for an artist’s home page though, where visual content is important.

The space required to accommodate necessary content dictated the symmetry of each page. The contact page is particularly asymmetrical, effective symmetry would give this page a more balanced feel. The alignment of each page was greatly enhanced by using the parent and child container concept that grid offers. It was possible to put sections in line with each other and populate them with images or text. Alignment was necessary within the sections by using the “box model” padding, margin and align text options.

For the colour scheme, a sample was taken from the main homepage image and inserted to a colour palette generator, contrast was altered, and a set of colours was then returned. The logo was created from a free logo generator, logo links to the home page by including a hyperlink within its tags. The site contains a horizontal navigation bar, this is achieved by implementing an “inline-block” display. Space is created between menu items within the navigation bar by including a “margin-right” value, to improve readability. The navigation list elements are changed to a compound selector in the contact page to avoid conflict with the form list elements.

Implementation of CTA is limited to the “newsletter” heading and “submit” button on the contact page due to the nature of the site. Both heading and button are in red to stand out from the subtle colour scheme of the site. A compound selector is used to isolate and style the h2 heading in red. Content is presented with a large quantity of negative space to allow the content to breathe, subtle colours are used within the site to complement its creative material. Proximity and contrast are addressed primarily with the use of headers, each page has got a h1 and h2 header, proximity is also addressed with the colours used in the lettering.

Responsiveness is compromised by media and the file size of some images, if more images were added to the artwork page, it would be necessary to optimise the image file size, as some are slow to load. Repetition is used on the artwork and reviews pages; grid is implemented to achieve the three-column effect on both pages. Each image presented on the website has got a clearly defined alt tag for accessibility purposes. The logo, navigation bar and footer areas remain consistent throughout the site for consistent usability.