Step 1: Reflection

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

http://www.katierjohnston.com/ : This website is simple in design, and contains a large amount of white space. I also really liked the icons/pictures/gifs she used to inject humor into her site.

http://irenevictoria.com/ : I really like all the geometrics shapes and lines she's used on her website. Her website is also a great space to see color palettes, free fonts, and other design ideas that she shares on her blog.

Which parts of the design are you most proud of?

What I like best about my website is the three picture links. I think keeping the picture links in grayscale draws just enough attention to the eye to promote a click through to see another page of my website.

What struggles did you encounter in your design process?

Finding the right way to fit everything I wanted into the website without overwhelming the visitor. I have a ton of image elements I'd like to use to grab a viewer's attention, and finding the balance in placing all these elements together was difficult, since I don't want my design to be unorganized simply because there's too much on the page.

Which struggles did you encounter during page development?

The hardest part of creating my website was making sure that everything lined up correctly. I had a fairly difficult time making sure that my nav elements lined up with my picture. I also had a difficult time getting my logo to line up with my nav.

What did you learn from making your project responsive?

I learned the importance of being mobile-friendly. When visiting other sites now on my phone/tablet, I realize how frustrating it is to have to zoom in and out of areas to read content on a non-responsive site. I also understand how important it is to ensure my site is responsive, so that viewers aren't frustrated when viewing me site.

Step 2: Reviews

1. http://www.businessoffashion.com/
    a. Website layout: This site has a focal point towards the left, and navigation along the top and righthand side of the page. Overall, the layout it nice, but the many black and white images make it a tad busy, and also don't seem to fit with the color images scattered about the righthand nav.

    b. Typography: I think they have a great use of typography here. Their headline texts are big and in serif font, while their paragraphs and nav are in sans-serif font. This makes the page easier to read.

    c. Navigation: The top nav differs from the righthand nav, which makes the website a little overwhelming to me; however, it does illustrate to the viewer that there is a lot of content to view, and provides many routes to view all of this content.

    d. Overall flow: The overall flow is a little busy for my personal tastes. I wish they had chosen either all color or all black and white images throughout the page. I also thought there was too much text on the homepage, making it overwhelming to find a place to navigate to first.

2. http://www.spectrumpowderworks.com/
    a. Website layout: The layout on this website is simple enough, though the images that serve as the focal point don't intuitively indicate where they link, despite the fact that a navigational popup appears. For example, I wouldn't expect a close-up of a nail gun/hose (not sure what that is…) to lead to "Paint and Ceramic."

    b. Typography: The font is extremely difficult to read in the header of the page. It also looks like the "Creepy" font circa 1997, which is a big no-no to use on a professional page. Also, some of the fonts on this website are blue against gray, which is slightly difficult to read.

    c. Navigation: The top nav, the pictures, and the bottom nav aren't lined up correctly, and everything appears to be floating towards the left as you look down the page.

    d. Overall flow: Overall, the flow is simple, but the choice in font, colors, and images make this website look very sloppily put together, and has low levels of readable and intuitive navigation.