**UNIT 7**

**Group 1**

Squarespace.com/home/overview

I like how the layout and grid system is based in thirds. The focal point is the imagery taking up 2/3rds of the page. I love how the typography is clean and spaced out. I also like how the background is a light grey or almost white color, which allows the type and imagery to stand out.

There is a lot of space around all of the elements, which allows the eye to flow from the imagery to the text and buttons easily. I also like how you scroll down and the ratio flips where on the homepage the imagery is on the right and when you scroll down the imagery flips to the left.

**Group 2**

cavs.mit.edu

This site gives me anxiety!

The grey bar, the man’s hand and the weird line shape keep moving and it’s very distracting on where to look. There is no flow and I wouldn’t want to stay on this page for more than 5 seconds. I’m not sure why they are showing column or grid lines. There is also no clear navigation.

The layout is all over the place with no flow. I don’t like the typography because everything seems very tight. There isn’t enough line space and the typography doesn’t seem to have a personality or any style.

I also don’t like how the links are still in the blue color. Aren’t people from MIT supposed to be smart?