- Which existing websites out there most inspired your web site design thus far?
  - One site I kept in mind was www.theperfectpetal.com. It was one of the first sites I looked at in this class. I really love the simplicity and how background is actually the focal point of the page when you arrive.
- Which parts of the design are you most proud of?
  - I would say the transparency portion of my navigation menu. It feels fresh and simple, exactly what I was going for.
- What struggles did you encounter in your design process?
  - This was my favorite part. I think my main struggle was and will be 'killing my darlings.' I get invested in my design and if my client doesn't like it, I need to be willing to adjust and really listen to any feedback.
- Which struggles did you encounter during page development?
  - Once I had my design down, it was a struggle to make it a functional site. I noticed for the client project, I had designed more than my coding abilities and I had to take a step back and adjust. I found a compromise between my coding abilities and my design.
- What did you learn from making your project responsive?
  - I learned that I have a lot to learn! It is nice when your page has been originally coded in relative measurements like percentages and ems. I do need a lot of practice though.

Reviewing 2 sites:

- www.businessoffashion.com
  - ○ I was immediately confused by the headlines above the logo of the page, it seems like the log should be the first thing you see, beneath the "agreeing to use cookies," bar.
  - ○ I think the font for the logo is effective in conveying a certain, prestigious or classic mood. The color scheme is supporting that mood with the basic black and white palette, although I see some pops of a plum color in the buttons and lists.
  - ○ There sure is a lot going on, but I think the font size, images and use of whitespace helps navigate new users around the site.
  - ○ As I adjust my screen size, the page does some really cool things as far as responsiveness goes.
- http://www.spectrumpowderworks.com/
  - ○ Maybe it's because I didn't know what the site was for - but I was really lost upon arrival. I glanced around and learned it's a unique painting business. How cool! It would be helpful for viewers if there was a photo or something that immediately told that story. Maybe a hero image of a freshly painted bike or another product of theirs. Maybe a logo that alluded to painting would be helpful - or some kind of slogan? I would recommend picking out what they want their viewers to see right off the bat and then make adjustments from there.
  - ○ The typeface on this page is great, once you finally see it. I wish the navigation menu was visible without hovering over the photos. That said, I think the business name logo or font could be improved. It's a little hard to read, especially against the current background it's sitting on. What if that 3-D texture was used in the same font that is on the rest of the page and the background was toned down a little or not textured at all?
  - ○ The navigation menu is a really cool graphic but could be better utilized in a gallery setting where the user is flipping through pictures or something along those lines. It's hard to navigate through to find the menu. It may

be personal preference, but having the nav out in the open and visible is very helpful for first time visitors.