

# UNIT 9 - Critique

## REFLECTION

### WHICH EXISTING WEBSITES OUT THERE MOST INSPIRED YOUR WEB SITE DESIGN THUS FAR?

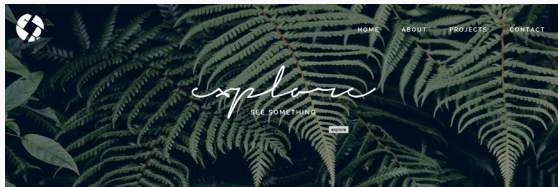
- <https://shop.chylak.com/en/>

The Zofia Chylak site is probably my biggest inspiration so far in terms of overall aesthetic. I love the use of white space, and the large feature image that is set to fill the screen on every device (something I would actually like to implement in my design). Looking back over this site definitely makes me re-evaluate everything on my homepage at the moment - I'd like to strip it back and make it a lot cleaner.

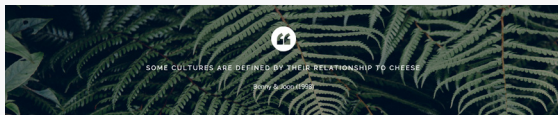
- <http://www.thisisuncoated.co.uk/#intro>

Again, I like this site because of the large feature image and then the use of white space throughout the rest of the design. I feel like the secondary pages on this site are a bit lacking, but I think the overall clean appeal is something I am trying to achieve with my site.

### WHICH PARTS OF THE DESIGN ARE YOU MOST PROUD OF?

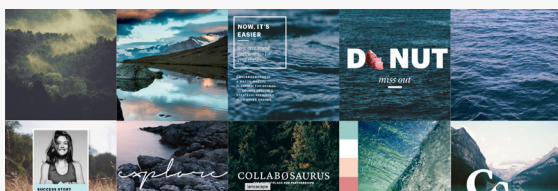


I really like the way the header area is developing with the nav, large feature area and text in the centre. I think it's visually appealing for when you first land on the site - and I'm looking forward to implementing a fit-to-viewport style design like the Zofia Chylak site.



I actually really like the feature quote area further down the page - I think it looks great, but also shows a bit of personality without being too forced (which I find hard to do!)

### WHAT STRUGGLES DID YOU ENCOUNTER IN YOUR DESIGN PROCESS?



I'm struggling to refine the project grid area - I feel like it's too busy, and needs something to tie the whole block together. I also plan on adding a hover with the project name included on each of the images, but at this stage I haven't quite cracked it.

### REFLECTION (cont.)

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#### WHICH STRUGGLES DID YOU ENCOUNTER DURING PAGE DEVELOPMENT?

I definitely struggled working on converting my page to a responsive design (evident in my submitted project!). It wasn't so much grasping the theory of the media queries so much, but instead getting caught up on little design changes throughout the process. I ended up going in and make smaller changes, which would then affect all the subsequent code and it turned into a bit of a mess and an overall hack-job. For this reason, I reverted back to basics and stripped all the design elements off to concentrate on the code.

I think being a designer is almost a disadvantage as I get too distracted from task at hand - and I really should finalise all my designs before I start coding so I can plan it from stage one.

#### WHAT DID YOU LEARN FROM MAKING YOUR PROJECT RESPONSIVE?

I learnt about how the user experience changes between different devices. It's not as simple as making a desktop site fit, but instead understanding how comfortably the user can browse the site and access the desired content. This may mean small redesigns, or even hiding some content on mobile so that the site is less cumbersome.

I tried this idea with my design by condensing the project-grid from 2x4 rows (8 total) on a desktop device, to 2x2 rows on mobile (4 total) as this content would end up producing excessive scrolling when in reality it can be accessed elsewhere in the site.

## REVIEWS

### COMMENTING ON EACH WEBSITE'S LAYOUT, TYPOGRAPHY, NAVIGATION, AND OVERALL FLOW

- <https://medium.com/>

#### LAYOUT:

Clean and clear. Starting with the navigation, the content is in a soft grey on white background. From the get-go, this is easy on the viewers eyes and guides the user down the page main content (the writers posts). Before this however, the user is engaged by a dark feature image with contrasting pink CTAs encouraging the user to 'Get Started' or 'Learn More'.

The 2 column setup below is easy to browse posts, while the sticky panel on the right allows users to quickly access Top Stories on Medium. Layout doesn't need to be complex to be effective, and this site is very user friendly because of the layout.

#### TYPOGRAPHY:

As mentioned above, the grey colour used on the body copy is easy to read, whilst the darker charcoal for main headers and nav hovers make these elements stand out from the page. A clean san-serif font is used throughout, re-enforcing the page's clean and modern appeal.

#### NAVIGATION

The main navigation only contains 3 main tabs, which makes navigating the site fairly simple. A subtle hover is used on the navigation to indicate the users cursor - probably my one suggestion that a hover with a higher contrast to the non-hover state might be nice.

#### OVERALL FLOW

The design achieves it's aim in terms of overall flow, as the user is immediately engaged with the feature image and CTAs as soon as they land on the page. After this, white header and main content area lead the viewer from the logo and navigation, down to the main content. Featured tags and Top Stories are next on the users radar as they scroll down the page.

- <http://www.spectrumpowderworks.com/>

#### LAYOUT:

The layout is simple and effective in introducing the company name and select images. The navigation is the only other content on the page so emphasises the main areas of the site. Including the navigation only in the footer is an interesting choice, as users viewing this site on smaller screens may become confused as the menu tabs are not visible when first landing on the site. The dynamic layout of the 4 CTAs in the centre of the homepage is interesting and engaging - I feel tempted to click through, so in this respect the layout is successful

### REVIEWS (cont.)

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#### TYPOGRAPHY:

Unfortunately, the use of a red graphic font on a textured grey background makes the business name a bit tricky to read. I can make out the text, but I'm concerned that some users with low-level vision may struggle reading this logo. The typography used on the 4 clickable panels in the centre however - using a clear sans-serif white font on a transparent black background allows enough colours to make these labels very clear to read. The footer navigation is legible to me, but same as the logo, I'm concerned some users might find the colour of the font and background to similar and struggle to read.

#### OVERALL FLOW

As the homepage is fairly simple in terms of layout, the flow of the design successfully leads the viewers eye from the business name, to the 4 main image panels and the navigation.