Design Critique

by Lola Bernabe

Reflection

Which parts of the design are you most proud of?
Other than figuring out some of the code, I am most proud of the
overall look, which I think is clean and modern.

What struggles did you encounter in your design process?
Again other than code, I think once I had the design in place I
had second thoughts. I wanted to make it less standard-looking
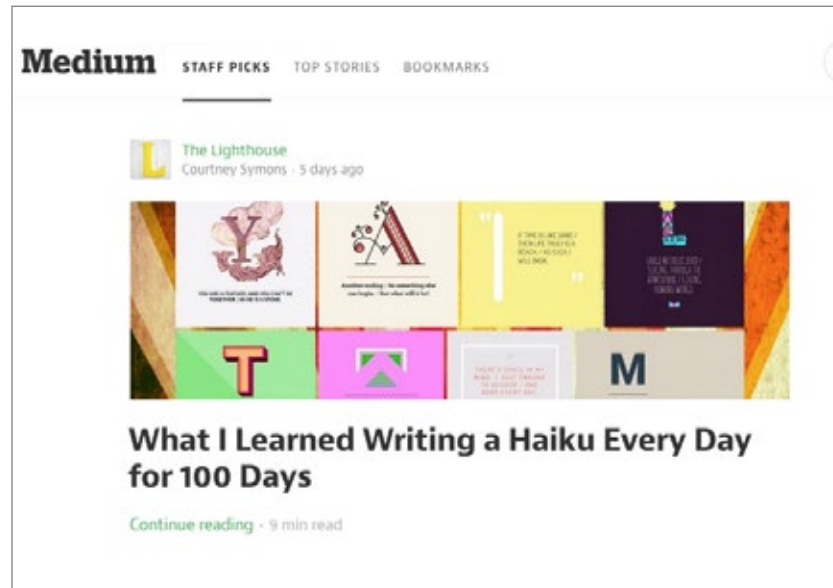and add video, but I don't know how to use video.

Which struggles did you encounter during page development?
Floats were freaky-difficult to grasp—I get some of it, but I think I
need to really dig into it more.

What did you learn from making your project responsive?
I learned that I had to rethink certain decisions. I enjoyed
rethinking the design to fit the screen.
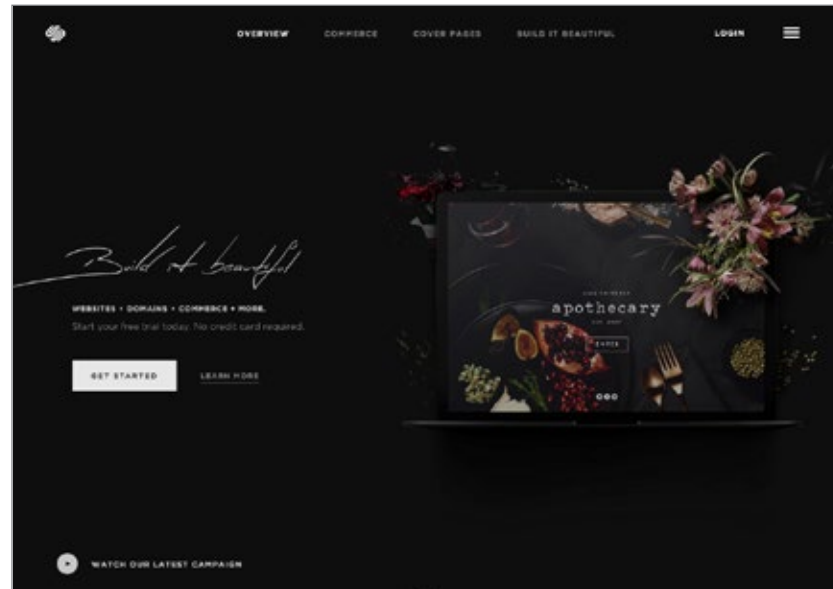
Reviews / Medium

I found this site clean and I could navigate easily. For a site with many different articles, I found this to be well organized with great use of white space.
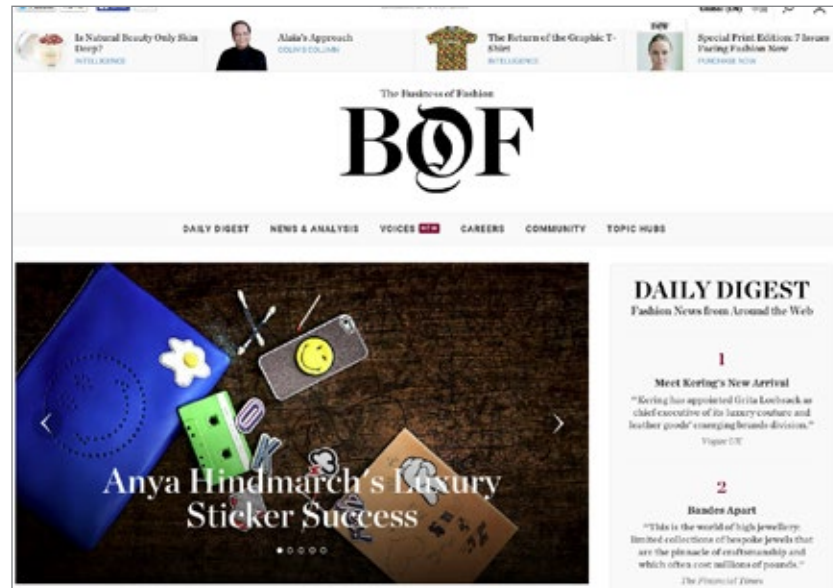
Reviews / Sagmeister & Walsh

I like the home page because it's unusual yet still intuitive and its also reflective of Sagmeister's work with typography within environments. The rest of the site is pretty standard, for example, their work is shown as small images in a grid that when clicked show more of the work. Because the work is so different (video, books, collateral, etc.) and there is so much of it, this simplified grid system works.

Reviews / Squarespace

When I first came to this site months ago, I was a little disoriented with the home page. I wanted to get a quicker glimpse as to what squarespace could offer. Upon clicking "Learn More" the site scrolls down and offers more explanation, however, I wanted quick information at the top. I think the front page could be stronger and have a clearer description before I scroll down.

Reviews / Business of Fashion

This site is very elegant, with a strong logo and use of white space. The division between the main articles on the left with images, and daily digests from other sources to the right is very clear and works well without imposing on each other.

Reviews / Group 2 sites

The first two above, from left to right, look outdated. The colors are dark and murky and the typography has not been thought through. The third site above is very crowded with many images, type and a running banner resulting in a lack of focus.