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

I’ve been looking at various farm websites to see how they accomplished their goals. <http://www.goldenearthworm.com/> and also thinking about bigthornfarm.com and how it currently doesn’t meet its own goals. Using other sites as inspiration is something I struggle with because I feel like everything has to be one of kind. I’m learning that taking inspiration from other designers helps expand your design intelligence.

* Which parts of the design are you most proud of?

So far the layout is the strongest part in my opinion. I think its straight forward and organized in a logical manner. Color choices are becoming something I’m pretty proud of as well.

* What struggles did you encounter in your design process?

I’m struggling with pairing fonts. I plan to play around a lot with different fonts for my final project.

* Which struggles did you encounter during page development?

I struggled with positioning mostly, but I also struggled with understanding how certain declarations affect others.

* What did you learn from making your project responsive?

I learned that making a responsive site makes for easier viewing on all screen sizes. Positioning can be tricky if you want a certain proportioned box though.

Group 1 website review

Squarespace

I think this site it beautiful. Immediately my eye was drawn to the images of the computer screen and tablet with websites shown on them. Then my eye was drawn to their slogan which is the biggest piece of text on the page. The hierarchy creates a flow that works very effectively for the site because even if I didn’t know what squarespace was, I would know that it’s a place I can go to host or design a website. The layout is great too, the image on the right tapers toward the middle creating a balance with the text and black button on the left. As you scroll down you get even more explanation as to what squarespace is without having to read. Although, its beautiful, there are multiple sections that explain the same thing, so it does get a tab repetitive. The typography is really clean and simple. There’s isn’t too much text so I think sans-serif works great. I think a nice serif font with high contrast in line weights would look really nice as well. The type actual gives the website its modern and sleek feel, which is a nice break of the stereotypical Helvetica that big businesses use a lot. The navigation is something that could be worked on the most. Although, once again, it’s all organized nicely and is easy to understand, I think that the moving parts when scrolling gets a little distracting and dizzying. I do think everything works for this website overall though.

Group 2 website review

<http://www2.warnerbros.com/spacejam/movie/jam.htm>

SO distracting. I’ll start with the layout of this one. I think that everything on the page is too small and gets all blurred together and makes it hard for the user to understand what everything is. I think if everything was well spaced in organized manner, then the layout would be more successful. Along with that, every element is the same size and that leads to no hierarchy at all. Because there is no hierarchy between the elements on the page there is no flow. Your eye is drawn to the center of the page and doesn’t move anywhere else. The typography is pretty atrocious. The small yellow font on the black textured background creates too much contrast and makes it very difficult to read. Speaking of the background, it is very distracting and busy and makes for text of any color hard to read. The navigation is confusing because the links give you no indication that they are links. It’s not apparent upfront that there is more to this website.