A Critically Analytical Report of 2 portfolio sites, one that you like, and one that you do not giving your reasons why for each opinion – 500 Words in total

**Critical analysis**

**The good portfolio site**

<https://studioakademi.com/>

For the first analysis, I had to use the website studioakademi.com which is the website I really liked. The website is about technology projects that they make (making apps that are used on devices at most technological places). The website shows really good design showing that a lot of work was put into making the website which allows the design to be flawless. The use of images on the website shows how nice the website was designed. For each image shown, there is a title which will lead you to a different page related to the title shown. The images would represent the page that I will be sent to, sort of like an icon for the pages. With each image, there would be a change in the words, sort of like they just change when they get to a certain image by themselves by flipping to the next title. The type of fonts and the font sizes that are used in the website do make the website to look more nice and vibrant to people. The use of colours on the page make the website to stand out and the font colours too allows the titles and other texts to be easily readable to and maybe catch the attention of the readers and the people who visit the website. Also, on the website main page there is a use of giphs so that the website doesn’t look dull when people open it, instead it made the website to be more animated and interesting for when people open the website. The flipping of the words also helps on the layout of the page to make it look more nicer. At the end of the page, there are sections which link to the social media sites (twitter and Instagram) to the website for when people want to go straight to their social media pages. The website also has a news feed which was divided into four different part sections so that they can be able to show different feeds from different social media outlets. The design that was made for the different part sections made the website look more flawless and the fonts that were used to make the news feed allows the readers to easily be able to be drawn to the feed which might cause them to read some of the information that may be displayed on the news feeds. On every website, there should also a way for the people to be able to contact the providers, this website has that on their pages which allow people to easily access it, also they used a font style and colour that people will easily be drawn to, making it hard for people to miss it. All in all, I think the design and the look of the website manages to sell out the persons work in a very good way and professional way too.

**The second portfolio site**

<http://www.roandcostudio.com/#0>

For the second analysis I had to choose a website portfolio that I liked but less and for this, I used the portfolio site above which was a good-looking and basic website that I liked too. The font style that was used for the website really matched the type of design that the user might want to see and even the font colour that was used on the website did blend in well with the design to make it look better. The design all in all that was used on the website made the website to look slick as it was a website that made it look straight forward as to what the website advertises. The website was made in a way that it was not too packed with unnecessary stuff which makes it more straight forward as it doesn’t have too many options that are linked to it. The way the person design the website, they made the logo be the main attraction to the page showing good design skills for the website maker, the logo also goes well with the type of design that was implicated to the website. For this website, the background colours, the website pictures and the fonts go hand in hand quite well allowing the website to look professional. The only things that I didn’t like about the website was the fact that it just looks so basic for a portfolio website, it only has 2 options on the website giving the user less options on what to do on the website. There isn’t a menu option on the website, leaving the person with limited access to things that are on the website. the portfolio doesn’t have a news feed which will make it less connected to the internet but it would show the option to go to the social media sites. When you go on the website, there is just one base image giving the user only one option on what they see on the website and there is also no giphs or even animations making the website to be too basic and not as much user friendly making it look less professional for the users. For a portfolio, the website ‘should at least have more colour and moving objects or animations to make sure that the user will enjoy their experience on the website and also might be able to the options that are given to them on the website.