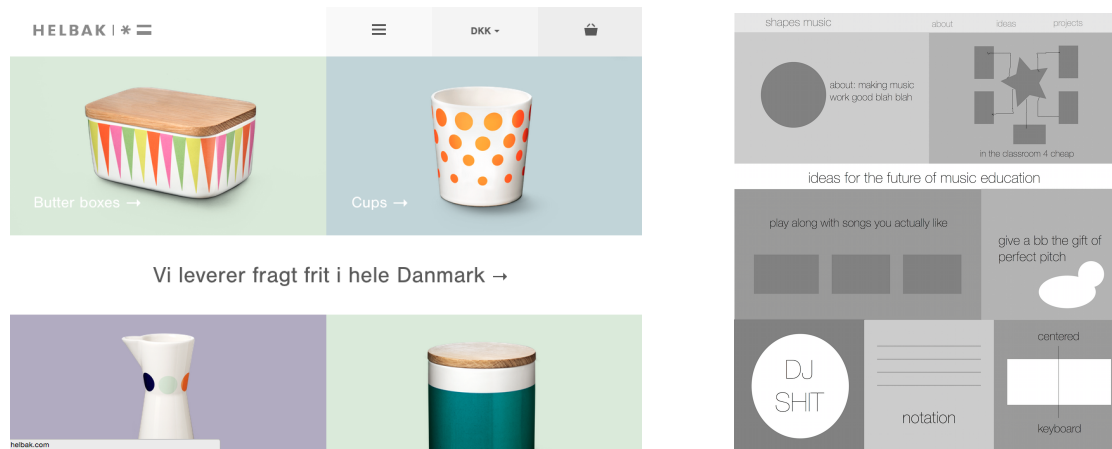## Step 1: Reflection

My inspiration for my website design so far has been helbak.com:

I liked the cleanness of the image-heavy design, so I borrowed the tiled look, but made it asymmetrical. I haven't actually begun coding the proper website yet, but I think I'm most proud of the way the wireframes communicate the range of ideas contained within a more complex theory in a simple and friendly way. I think the struggle so far will be how to group those tiles somehow in an overview navigation, and quickly picking up InDesign so I can make the simple graphics for the main page. Since I haven't started page development, I can only anticipate that the site to mobile transition will be the most challenging, since it's the newest concept for me. My responsive project wasn't necessarily based on what my final website will be, but I think doing it will make me much more aware of how elements will transition to different page sizes as I look at my design this week and get ready to start developing.

Step 2: Review

Group 1: Medium.com

Medium's main call to action is to write something yourself. Right at the top of the page, it invites, "Write here…" Using a two-column design, Medium shows you your own feed on the left side, and popular tags, writing ideas, and popular stories on the right, prioritizing exploration of stories and creation of stories in both columns. The spare black, white and gray color palette with green accents feels fresh and clean and emphasizes the main image for each story--all images really pop on this layout. Although this is a medium for sharing text stories, the image for each is almost the main draw for each. The typography is a mix of serif and sans-serif, mostly the latter, which makes the serif "Write here" up top stand out more. Navigation focuses on your personalized feed and the top stories, plus an account avatar in

the top right where you can control all aspects of your account. The flow is good, lending itself to scrolling effortlessly through your recommended stories in the left column while the right column stays stationary, keeping the top stories and trending topics in view.

Group 2: cavs.mit.edu

This site is interesting because you kind of look at everything and nothing all at once and don't really know what to do. I would probably jump off it pretty immediately if I came here for actual information. Ugh, I hate it. Also, is it like art or whatever because they're making it sort of unusable and hard to read? Right, so speaking of reading, the fonts are too small to read and the garish default blue burns my eyes. It's unclear how you navigate this monster at first--my eyes did a couple circles 'round the page before I saw the "Go to" in the top left. At least once you get there it's pretty straightforward, but again, all information that you try to access is unreadable, so this page is pretty useless. Is that the point?! Hah.