Step 1

Critique Reflection

- Which existing websites out there most inspired your web site design thus far?
  - I based a lot of my site off of two of the sites developed by previous GA Web Design Circuit students -- Cassandra Radstaak & Abraham Atiya.
- Which parts of the design are you most proud of?
  - So far I am proud that I have learned how to create so of a faux parallax effect by setting my back ground to 100% and with no repeat.
- What struggles did you encounter in your design process?
  - Currently I am trying to correctly scale and place social media icons in my footer as well as placing a HOME logo for the site in the upper left-hand portion of my header.
- Which struggles did you encounter during page development?
  - My biggest struggle to date has been working with <divs> and <floats> to layout content.
- What did you learn from making your project responsive?
  - There aren't a lot of moving parts currently on my homepage and I had used percentages to size aspects of the site from the start so that gave me a little head start on being responsive.
  - I do plan to have a few other pieces of content on the homepage as I work to finalize the site, so I will need to keep that in mind while continuing to work on the site.

Step 2

Reviews

1. Squarespace
   - Layout
     i. The layout is very clear and concise. While there is plenty of white space, the rich photography and unique way of navigating the page creates visual interest in the site.
     ii. The site has also been separated into pages for Commercial use (retail, business, etc.) and personal (portfolios, blogs, personal websites). The pages content change depending what you are looking for creating a sort of custom experience of showing the view what their site could look like.

- ○ Typography
    - i. The typography is light in color and line weight, not distracting from the UI or photography; yet it is not night enough that it is overlooked.
    - ii. The contrast in fonts is done by using the thin typeface and the regular, rather the using serifs and san serifs. I think this works well as some of the images that are used to showcase certain sites using Squarespace have a serif font. If the site actually used serifs to write any of the content, that could potentially create a little too much contrast.
- ○ Navigation
    - i. The nav is very unique. In sections of the pages, you will scroll and rather than the page moving to show you new content, content actually elegantly moves out of frame while new content/info glides in.
    - ii. Pages are clearly marked at the top of the site or in the cheeseburger button if you scale to mobile size making for easy navigation.
- ○ Flow
    - i. With unique way we are allowed to interact with the content by scrolling the flow of the site is very seamless and enjoyable. I love looking at the site and just moving my mouse up and down on different sections to see how the content moves. It is very beautifully done with the minimal blacks and greys. The site would definitely feel overwhelming the typography had more color.

2. Space Jam
- ○ Layout
    - i. Poor at best. I do understand where I would go if i went to each of the icons, but that's the most positive thing I can say about the layout. On all of the pages, the only content on any of them, is place directly in the center. This does create a focal point, but eliminates any hierarchical flow to the content. The page is also static, meaning what you see is what you get -- no scrolling needed/allowed.
- ○ Typography
    - i. Terrible. For one I can barely read the red or yellow text. There also isn't any contrast in fonts or typefaces.
    - ii. The site map page actually gives me a little anxiety looking at all the yellow text.
- ○ Navigation
    - i. Well, it's clear where the homepage can take you; however, once you leave the homepage it isn't quite clear how you get back.
    - ii. Because most of the page are static, it is actually a little confusing as to what you are suppose to be looking at. I almost feel like I should be scrolling to see the actual content of the pages.
- ○ Flow
    - i. I don't feel like there is any really. Most, if not all the content is relatively the same size creating a lack of hierarchy.

ii.   The site also lacks a navigation bar, so when you are done with one page, you have to return home to get to the others.