**Site Design Critique Project**

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

My site was inspired by the color scheme of my work’s [current main site](http://www.AmeriCorpsAlums.org). I also looked at lots of college alumni sites.

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

I’m proud of the color scheme I landed on. I struggled with finding a mix colors that didn’t give off a super patriotic vibe since my brand’s colors are red, white, and blue. I was also happy that I was able to break out of the boxy look a little bit more, and I’m still thinking about how to keep heading in that direction.

* What struggles did you encounter in your design process?

I’m primarily a writer and have not done much visual design, so it was hard for me to develop an overall look for my site design. I don’t have an instinctive sense of what colors work well or how to break out of the typical box I’m used to writing in for our blog and social media posts. There were also design looks I wanted to try but couldn’t figure out how to create them in html and css.

* Which struggles did you encounter during page development?

I struggled with the basics of getting my site to work (floating, clearing, figuring out media queries, etc.).

* What did you learn from making your project responsive?

I learned that making small adjustments to account for different device sizes enhanced the experience of using the website. If the site looks good on the device I’m using, I’m more likely to stay on that site and browse it.

**Reviewing Other Sites**

Group 1: <https://medium.com/>

**Layout:** I like the Facebook/Buzz feed style layout (catchy headline + picture). The layout on the right as not as interesting and mainly repeats what we see on the left. For instance, at the top left of the page, you can divide the stories in to top stories, and there’s a list of top stories on the right. Also, I’m not sure what featured tags are or why I’d click on them. Are they like hashtags or tags from the most popular stories? I think you could lose most of the right side of the page, and not detract much from the user experience. That would allow room for a second column of stories or to have the stories on the left span the whole width of the page.

**Typography:** The plain typography works well. It’s similar to a lot of newspaper and blog websites that writers thinking about publishing on Medium may already be using. The familiarity to other blog/news roll sites, might make users more likely to try Medium since it looks like other platforms for which they write.

**Navigation:** I like the split of the left & right navigation. On the left, you can do more passive things (read stories, access your bookmarked stories), and on the right, you have the navigation items that let you do things (search, write a story, etc.).

**Flow:** It’s hard to get into the flow of website. Because you start with a splash screen, you’re not immediately drawn into the site. The splash screen that puts a transparent gloss over the site could also be a little lighter so you could better see the content you could access. Once you’re on though, it’s pretty intuitive. Go left-right through the navigation and then top to bottom to scroll thought the stories.

**Group 2:** <http://www2.warnerbros.com/spacejam/movie/jam.htm>

**Layout:** The layout reflects the content well since it mimics a space environment. It seems like the main image in the starry sky could be a bit bigger though so there would not be as much negative space around it. Also, the font-sizes on the menu are a bit small and could be hard to read for some.

**Typography:** The typography on the home page is a bit small on the nav elements. The font-family is interesting though and looks like the Star Wars typeface, which I think helps with the space theme. The text color is red on the subpages, and it’s a bit small and hard to read. I think the yellow color they used on the nav elements would have worked better for the paragraphs on the sub-pages.

**Navigation:** It would be nice if the nav elements got bigger or changed when you hovered over them to highlight their status as links a bit more. There’s also a lot of navigation elements. Maybe not all of them had to be on the landing page and could be on other subpages. For instance, maybe there could have been a “Space Games” section that had both Planet B-Ball and Junior Jam. Or there could have been a central nav and other smaller planets with orbiting navs that were related to keep playing off the space theme so the main nav wouldn’t be as crowded as it is now.

**Flow:** I like that there’s not a clearly directed flow. It’s more of a choose-your-own-experience.