Reflection

* Which existing websites out there most inspired your website design thus far?
  + <http://altadenafarmersmarket.com/vendors/>
  + <https://thelocalpig.com/>
* Which parts of the design are you proudest of?
  + So far I’m just happy that I can make a page on the web. I’m proud that I can make links change color when I hover over them, and I felt so accomplished when I was able to float objects and then center them on the page.
* What struggles did you encounter in your design process?
  + During the design process, I most struggled with coming up with a fresh, new way to represent the product that I’m developing the page for.
* Which struggles did you encounter during page development?
  + I had a difficult, and I still am having a difficult, time turning my vision into a reality with page development. It’s not as simple as using adobe creative suite and drawing what you want – I have to learn how to code every little item I want – where I want it and how I want it to look on the page.
* What did you learn from making your project responsive?
  + I learned that there are so many considerations and little tweaks one has to make to a website for various devices – in order to make it user friendly to all users and devices.
  + I also started learning how to use percentages and other measuring units in my code in order to get the website to be more fluid.

Review

Group 1: Sagmeister Walsh

* Layout
  + I like how the layout is different from most websites that you visit
  + It did take me a moment to orient myself and figure out what I was looking at, so as a visitor to the site it was a bit disorienting – but perhaps that is what they were trying to achieve, to show that they are not your “typical” design firm – and that they challenge the norm.
* Typography
  + I like their choice of fonts
  + The hierarchy of font size and bolded vs. normal font makes it easy to determine what to read first
  + They chose to make their whole site in Sans-Serif which seems like a very interesting choice to make because it seems to limit their options for creating more clear typographical distinctions.

* Navigation
  + The navigation was easy to follow and clear.
  + Again, it was different from your typical site, but it was easy enough/intuitive enough to follow.
* Overall Flow
  + The overall flow of the site seems clear enough.
  + That said, as a visitor to the index page, it’s not clear which link to click on first, I ended up just going from left to right, but there is no hierarchy on the index page to help the visitor know where to go first.

Group 2: Mimar

* Layout
  + The layout is not always aligned, and some things can jut out of the alignment, making it jarring for the site visitor.
  + The first thing you see as a visitor is a huge, rotating set of pictures that change very few seconds, which is also disorienting as the visitor.
  + As you scroll down, you find more things out of alignment, making it more difficult on the eye
  + Then once you go further down the page, the layout changes completely from what you saw at the top of the page, which is confusing – the lack of consistency is confusing.
* Typography
  + The choice of font seems to not reflect the brand, and as a reader, I thought they had just ended up with the default sans-serif font from the browser.
  + The hierarchy of the font used throughout the page does not flow well – and everything is in ALL CAPS, making it confusing to know what to focus on.
* Navigation
  + The navigation is unclear
* Overall Flow
  + The site does not have a clear hierarchy or overall flow.