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Unit 9 Assignment

1. Which existing websites out there most inspired your web site design thus far?
   1. For the blog portion of my website, I drew a lot from typical personal blogs, in addition to smaller-scale online publications. I then took functions I found useful in many websites, and added them to the design. I realize I need javascript and php to make a menu and searchbar functional, and that is beyond the scope of this assignment, however I left them in the design. I wanted the landing page to be reminiscent of a business card and since I knew I’d be weak with content at this stage (I don’t have an actual business I’m building this site for or anything), I took the opportunity to treat the text like an image, making it the focus of the page instead of the image behind it. I couldn’t do this so much for the text in the blog portion of the website, because it would distort the user experience in actually reading the text. The blog should showcase the content and the content in this case doesn’t necessarily need the visual appeal of image-like text.
2. Which parts of the design are you most proud of?
   1. I am proud of the color palette I chose. I realize it might not be the easiest to read, especially for a blog, however I wanted to be able to play around with the css and see what could be achieved aesthetically playing with text as a focal point with an image as the background.
3. What struggles did you encounter in your design process?
   1. I think it’s really important to have a good understanding of the content of your website before actually designing it. The content is the whole point the website exists and without the content and user-content experience, it’s difficult to come up with a pragmatic design. I was weak on content and struggled with this as a hurdle to a cohesive design.
4. Which struggles did you encounter during page development?
   1. I struggled with the use of html tags. I was using multiple tags to group the same content in different ways, because I thought it would be easier to group things, but it complicated the css and the content did not display as I had intended. Once I consolidated the different groupings and reduced the markups, the content became easier to manipulate via css.
5. What did you learn from making your project response?
   1. I learned that part of critiquing the end product is critiquing the process that went into creating it. There are things I would have done differently, however

Review: Medium

1. Layout
   1. The layout is easy to navigate and the featured tags on the navigation aside look pretty useful.
2. Typography
   1. The typography is easy to read and doesn’t draw attention away from the actual content. I like the mix of serif and sans-serif fonts. It clearly distinguishes a header from a paragraph and the serif font makes the smaller text easier to read.
3. Navigation
   1. The navigation is conveniently located to the right and frozen in place so that when you scroll throughout the website it always stays in sight. This is useful when navigating the kinds of reading you are browsing, acting like a table of context or index.
4. Overall Flow
   1. The overall flow is very user friendly. You are immediately shown a popup to register and be an active user of the website. This is probably made so prominent to encourage an active usership, however the website doesn’t make itself apparent as a browse-able publication until you close the pop up ad and are able to see the rest of the content without scrolling almost an entire page. Again, this might be deliberate in order to focus the user experience towards being more of a shared space.

Review: Space Jam

1. Layout
   1. The layout is very static, however all of the navigation elements of the page are at the center, placing them easily in focus. Regardless, the main content doesn’t take up enough space on the page and the emptiness is distracting. The layout might work as a minimalist statement, however the background and graphics are just too busy to pull that off as is.
2. Typography
   1. The yellow text is a little hard to read on the black and white background. This is further complicated by the font size, which is too small to read easily in a sans-serif font.
3. Navigation
   1. The navigation is all pretty easy to work through, however not all the content in the linked pages make sense until you navigate. For example, I’m not sure what is going to be in “Press Box Shuttle” until I click on it and am taken to an empty and almost inactive looking page for SpaceJam press.
4. Overall Flow
   1. The overall flow isn’t very complicated and there aren’t a lot of places for the eye to go. The end result is a static page that looks like it hasn’t been touched in years.