Step1: **Reflection**

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

* [Paul Maloney](http://paulmaloney.net/), Web Developer. For its simple, illustration-centric, highly legible design. The mustache thing is a little overdone, though, no?
* [This is ReCycle](http://www.thisisrecycle.com/), Bicycle Manufacturing. For its image-rich scroll-through structure and hierarchied typeface selection. And because I want one.
* [Frog Design](http://www.frogdesign.com/), Design Agency. For its punchy color palate, intelligible yet engaging interface. And because it would be amazing to work there…
* [David Kohn](http://www.davidkohn.co.uk/), Architect. For its idiosyncratic yet structure and paired-down aesthetic. And because his work is really sensitive and beautiful.

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

I’m happy with the design aesthetically. I think it will add a lot to the Kelley Green brand as the company attempts to position itself at the forefront of a biofuel movement. The webpage is legible and the structure is simple, but the scroll-through, illustration-rich concept will encourage potential customers to expose them to the sides of the business they might not have chosen to explore if it were a more tradition, menu-based site.

*What struggles did you encounter in your design process?*

It may be difficult to manage a consistent visual language with the various background images that the user will scroll over. Also, it is my impulse to focus too heavily on the production of high-quality illustrations rather than advancement in the course.

*Which struggles did you encounter during page development?*

The struggle has been to structure the content in code that is linguistic and error-free. It is sometimes difficult to recall which tags have inherent properties and which need to be given classes or ids. Beyond that, my trial-and-error troubleshooting method has been fairly effective but should become more rigorous because it is easy to forget what changes have been made and which need to be restored to their previous state.

*What did you learn from making your project responsive?*

I believe responsiveness comes up in more detail during unit 9, but dimensioning the site in percentages and in terms of em’s has given the site a little more stylistic durability when the window is scaled.

Step2: **Reviews**

Review a website from group 1 and a website from group 2 of the following list, commenting on each website's layout, typography, navigation, and overall flow.

Group1:

[Sagmeister & Walsh](http://www.sagmeisterwalsh.com/), Designers.

The Sagmeister & Walsh website embodies their brand and practice nicely. Its office webcam homepage menu, while not strictly pragmatic, conveys their playful irreverence without need for any uncomfortably earnest and self-aware copy buried in an “About Us” tab. It is also a bit of a throwback. I remember a similar set-up when I visited their site maybe 5 years ago.

The rest of the site is an up-to-date example of web design principles and practices. The gallery page is if anything a little too interactive. Essentially it is comprised up of 24 small sliders inside of 1 large slider. In certain cases the elements overlap and impede each other’s function. I also think the drop shadow hover function might be a bit frivolous and extreme. Their text-based subheads are as well-considered and laid out as you might expect from a design company.

Group2:

[Mimar](http://mimarch.net/), Architects and Engineers.

While the Mimar, Inc. website is navigable and consistently-structured throughout, it is a startlingly clear demonstration that neither of these characteristics are qualities in and of themselves. I find being on the website’s homepage to be frankly unsettling. The perpetually scrolling bars move jerkily and at two different rates like an inchworm and a silverfish racing across your floor; they are moving and clearly alive but you’re not entirely sure you’re happy about either fact.

In order to escape the unpleasantness, I find myself scrolling to the bottom of the page where I find a far-too-rigid framing device, far-too-small paragraph font and legacy social media link buttons that are oh-so-2010. Upsettingly, I notice in one of their three terribly-formatted menus that they have a graphic design division. Even their “meet the experts” feature lacks a portrait photo of said expert. It features a picture of bland, soulless architecture.

To add insult to injury, they’ve even managed to mess their [tumblr](http://mimararchitects.tumblr.com/) up. That takes some doing.