

## REFLECTION

The two websites that inspired me were *brunobisang.com* and *tinagauff.de*. Both are photographer websites; both minimalist in their design approach. Bruno Bisang's site uses bold typography; Tina Gauff's striking, full-viewport-size photographs.

I'm most proud of achieving (I hope) a bold yet minimal and clean look and flow in my design. I think I've been able to combine Bisang's use of bold typography with Gauff's powerful display of imagery.

Before I arrived at the design, I had struggled with too much complexity in terms of the site structure (which, I think, is a defect of Gauff's site) and its somewhat awkward flow (a defect of Bisang's site). I had also struggled with choosing the logo, headline and body typefaces—until I decided to use one bold, slightly condensed typeface for all three, that turned out to be Oswald from Google Fonts. It looks perfect and it's free!

The struggles during the page development were many. The most troublesome was my lack of knowledge of JavaScript that could be used to move the various element of the page (mostly the navigation on the Homepage). Also, positioning and layering of the page elements was challenging.

Making the website responsive and fluid was really the only way to achieve one of my two main design objectives: to display the imagery at the full viewport size.

## REVIEWS

I simply **LOVE** *squarespace.com*. Its clean, minimal look, constrained black-and-white palette, elegant typography, powerful imagery and plentiful white space combine to a beautiful effect. “Beautiful,” the site's main brand message is clearly articulated by the huge tagline contrasting with the remaining small text elements and defining an unmistakable focal point. From there, using what I can only guess is a complex JavaScript, the site elements move in a poetic, beautifully choreographed way. This ballet of graphic artistry and technical wizardry is not superfluous, however—the elements arrange themselves effortlessly and gracefully to communicate the specific site offerings. Call-to-action buttons appear strategically interspersed throughout. The beauty of the site's look and feel reinforces its brand message. “Dreaming with Jeff” is an example of its beautiful, brilliant brand building

content. The whole thing is almost too perfect. It's an unattainable ideal that may paradoxically discourage a beginner from even trying to build a website.

The *mimarch.net* website actually doesn't seem real. And I don't mean just the big modal announcing in red that the site is under construction—the exclamation point to the left and detached from the sentence! The whole site mocks the very values of architecture, engineering, graphics and construction in which it professes expertise. The cacophony of colors, the crowded and misaligned or wrongly aligned elements, the migraine-causing sliding photos, the rotating quotes whose context would make their authors cringe, the nonsensical grouping of the content (interior design and urban planning under architecture?), the mysterious jagged red element arbitrarily sticking out at an angle on the upper left (is that a brand mark??), and the list goes on... All this makes it appear as if this website has been created specifically for the purpose of this critique exercise.

Forgive me dear reader that I've gone so overboard with both the praise and criticism above. I couldn't help myself. Yours Truly.