Design Critique
Reflection

I have had the idea for my site for quite some time, but had always had difficulty getting started. My first imagination of the site was for it to be used on a blog hosting site like tumblr or wordpress. As such, I tried to think of my design in a long, scrolling form. I wanted something with a high contrast to show a separation between points of view – something that clearly showed what one author wrote versus the other. I ended up with a design that featured strong separation with boxes and black and white.

Because of the odd placement of the boxes in my design, I really struggled to get started. My mentor and I spent a lot of time reviewing how to consolidate divs and in some cases how and where to enclose divs within divs to get the look I wanted. My first attempt at the site used absolute positioning to essentially fix all of the elements at a certain place on the page. While I did get the look that I wanted, I didn't quite have the functionality. The absolute positioning was making it difficult to add a footer and in some cases to create a responsive site. Thus the next challenge was born - adjusting the absolutely positioned design to relative positioning. I am so glad to say that I was able to overcome the struggles and come out with exactly what I had set my mind to.

I have learned so much about positioning from this particular design. Now that I have everything built, I am excited to play around with font and color. This in itself is a challenge, as I have become so committed to this design. But I want to try to stretch my imagination and am excited and scared to challenge what I have been working on for so many weeks.

Review

Group 1

The first group of websites feature simple designs. They come across as clean and professional. The large amounts of white space allow elements to stand out as important.

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businessoffashion.com

This is a well-designed site. It is clean and professional and easy to follow. The large amount of spacing between articles and links makes it easy to differentiate them from one another. Each main article is accompanied by an image to maintain interest.

The site is responsive, and each iteration is graceful. There is a gap however between the desktop and tablet size where some of the padding is off and links fall outside of boxes. Additionally, I might have changed the view of daily digest to have the numbers sit beside the stories rather than on top – specifically in the mobile version. Additionally, I may have thought that daily digest was a prominent enough topic to move it into a more prominent location – perhaps more so on the tablet iteration than on the mobile or desktop.

I might make the addition of alt tags to the photos on the site ADA compliant.

Group 2

The second group of sites are difficult to follow. They don't have a clear flow and tend to have illegible or barely legible text. Some sites layer several textures between the images and fonts that make it even harder to read.

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mimarch.net:

This website is difficult to follow. There are a number of different scrolling images and they don't all scroll in the same direction. In terms of flow, this makes it difficult on the visitors to the site to know where to look. In addition, the black and white images don't allow the designs, which the site is meant to feature, including their architecture, graphics, and construction, stand out. Many of the images would be much more impressive and look more accurate in color. This design follows into its tablet and mobile iterations. This becomes a large header on a smartphone and requires a lot of scrolling before reaching the menu.

While the images lack color, the menu and fonts have color in excess. Further the placement of the navigation is not intuitive. In the desktop version, navigation elements are scattered around different areas on the page. The tablet and mobile versions of the site have a clearer horizontal nav, but have an additional hamburger menu. While having several options for navigation around the site may have some benefits, in this case, it is merely confusing. I would simplify the navigation, and make the multiple image sliders into a single slider. This allows some of the actual text content to be shifted up so that an interested party has some idea of where to navigate.