

UNIT 9-Sacha Smith

Step 1: Reflection

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

<http://www.bettycuninghamgallery.com/>

<http://www.davidzwirner.com/>

<http://www.moma.org/>

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

I like the whole site. I'm glad that I have a better understanding and comfort level with code now.

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

I struggled with figuring out how I could make the site look modern. I'm used to older style sites with multi pages. I didn't want it to look like a site made from a template. I also struggled with how to best layout different size paintings.

- **Which struggles did you encounter during page development?**

I struggled with getting objects and text to go exactly where I wanted them to go. I also struggled with figuring out why certain things don't work and what I did wrong.

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

Responsive design is pretty cool. I didn't realize that it's a different concept from having a separate mobile site. It's not as hard as I thought, though I still have much to learn.

Step 2: Reviews

<http://www.sagmeisterwalsh.com/>

I know this guy is a very well-known, edgy, designer but I'm not crazy about this site. The idea of having a photo of your office taking from the ceiling is creative, but the photo really isn't a great photo and the office looks cluttered, which makes him look disorganized. The quality of the photo is not great either, poor lighting etc....I don't think the photo is incorporating the "golden ration" I also think the "Answers" page needs more variation in type size and color and there should be more white space. At times I was not sure where to go in order to navigate through this site. I would have expected the site to be less cluttered with information and to have better "flow." But, it is very original

<http://www.spectrumpowderworks.com/>

The logo is dated and should be simplified. I would incorporate better photography and hire a photographer to take pictures of their finished products. I would pick photos showing closeups of the paint jobs on the bikes or cars. The photos of the bike frames should be silhouetted and placed on a white background. The font on the nav buttons needs to be bolder and the buttons need to contrast from the rest of the site. The blue text on a gray background is hard to read. I would create more contrast between the text and the background, with different colors and fonts, so its' easier to read.