

Review.

I believe the overall project was a success. The business identity which I have created, and developed for Jean Stefano's new retail clothing outlet, Voyage, has turned out even better than I planned. The end website is cohesive, and as the brief described, it exudes design.

Throughout the project, I was able to stay mostly on schedule and finish in the allocated time. Towards the end of the project I began to diverge from my timeline, as some tasks made more sense to do earlier, such as writing the biography, products and décor for the website. This meant I could more easily see the structure, and length of each text in the website, which text generators such as Lorem Ipsum do not do as well.

There were several minor problems throughout the project, but there were no major problems or changes that occurred. The planning phase was quite successful, and there were almost no problems that needed to be dealt with.

When I was building the logo I found that typography alone was not enough, but I did not have enough time to experiment with the creation of various icons. In order to solve this problem, I found a selection of public domain icons which I could incorporate into my design, which saved a lot of time.

The assets were at first overwhelming to look for, due to several reasons. I should've been looking for assets later on in the schedule, as I had no idea what I needed at that stage in the project. Also public domain assets are hard to find, so it is better to build your website, and then find an assortment of photos that would fit in nicely.

Another problem with the assets is that, public domain assets are fairly inconsistent, which meant that it is hard to develop a theme or maintain a baseline level of quality within the photos. While I didn't quite understand why it worked so well know, on reflection, I believe by putting my images into uniform grids, helped unify the images, despite the inconsistent photography and level of quality of the images.

Since I have made many websites before, most of the development in HTML and CSS was fairly straightforward and trivial. I believe that this is due to a few key skills which are extremely useful when building websites. The use of Google Chrome's development tools, which allow developers to inspect elements in a webpage and analyse the currently applied styles, position in the document, box model and many other aspects. This simplifies the process of debugging and fixing errors in your webpage enormously.

Despite the use of the Chrome development tools, I often found myself jumping to Google, to search for common solutions such as how to use the new flexbox display properties. Websites such as MDN (Mozilla Developer Network) have extremely good explanations and examples of HTML5 features. I often use this tool implicitly when I do not understand what a feature does. The website StackOverflow is also extremely in solving simple, common problems. I often used this to answer questions like, 'How to adjust background image position in CSS'.

The rest of the project went relatively smoothly. If I were to do this project again, I would create a slightly different schedule which has more focus placed on designing the website earlier, and focuses on getting the content for that website later in the project. Other than this, I believe that the project went well, and there is not much to change in the process of building the website, but instead in the experience gained from building many websites.