

Unit 9: Critique

Step 1:

Some of the sites that inspired the design of my website include: Goodreads.com, MarthaStewart.com and the New York Times recipe site. It was somewhat hard to find inspiration since each page of my site has a different focus.

I'm proud of getting the headline and nav bar onto the photo and getting the images and text to align properly on the home page.

Everything was hard and there was a ton of trial and error. I had a lot of trouble figuring out how to align the different elements, and figuring out how to style each element was difficult.

One flaw in my site is that I don't think I have enough "content peek" so that users know to scroll down for more content. I made this a little better by getting the H1 and the nav onto the image, but I still have to do more. I still have a lot of work to do in terms of making the site responsive.

My site is really not built to be a truly responsive site because the main idea behind it is to be a simple repository for books and recipes. It really works best as a desktop site. But I'll try my best to at least make it readable and smaller aspect ratios.

Website Reviews, Group 1:

I selected <http://www.sagmeisterwalsh.com/> from group 1. The first thing that caught my attention was the photo. The overhead view of the room is unusual, and my eye was immediately drawn to the center of the image, where there is a creative and unusual nav bar. I like the black and white colors, and the empty white desks and cubbies made me think of a blank slate. I had an idea that this was a design site even knowing nothing about this company. The simplicity of the design worked well to establish the hierarchy and flow of the home page.

I did not like the logo in the upper left corner. An ampersand in a circle doesn't really convey anything about the brand. And the rotating quotes in the bottom left corner are distracting and random. I also thought it was weird that the search icon disappears completely when you hover over it.

In contrast to the home page, I clicked on the "answers" tab and was overwhelmed by the dense type and complete lack of organization of the page. I have no idea why these questions were being asked and answered, or by whom. Compared with the sleek design of the home page, this just looks like a mess.

Group 2:

I selected <http://mimarch.net/>

This site has a lot going on, to say the least. First of all, the "update" message that pops up is very distracting. There is almost no white space and no clear hierarchy. Your eye is drawn to the rapidly rotating images but then you have to look around for the randomly placed nav elements. There is no clear reason why the center picture is the placeholder for "markets" and the photo on the right has the links to "residential," "education" and "list of projects."

It is also distracting to have the photos scrolling vertically, and the news items scrolling horizontally.

Because there is so much going on, you don't immediately realize that more content is available if you scroll down. The elements under the news bar are a completely different style from the ones above. The use of color is inconsistent as well. Up top blue is used for "residential" but below it is used for "graphics." Virtually no thought was given to the typography, as it's almost entirely all caps and the same font.