

## Themis García

### Reflection

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

I was able to get the layout I envisioned and make it responsive without crying once 😊. Also, I really enjoyed designing with a mobile first approach.

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

I'm still working on in the design. It's hard to know which fonts are appropriate for this type of website. Especially because many there are so many types of typography with little differentiation in meaning or style. Also I had a hard time choosing a color palette, considering the site's purpose, which is selling an official service. Right now, the aesthetics of the site are a work in progress.

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

The thing that I struggled with more was the implementation of the grid and layout, as well as working with the mobile version of the nav bar, and positioning the menu contents in order.

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

I learned not to be afraid to start over again, and remake a website that I already designed for desktop. At least for this website and exercise, I think that was the right choice. Designing for mobile first was a good idea, because it made it very easy going to later adapt for the desktop version. It was just like a change of mind set.

## Website Reviews

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

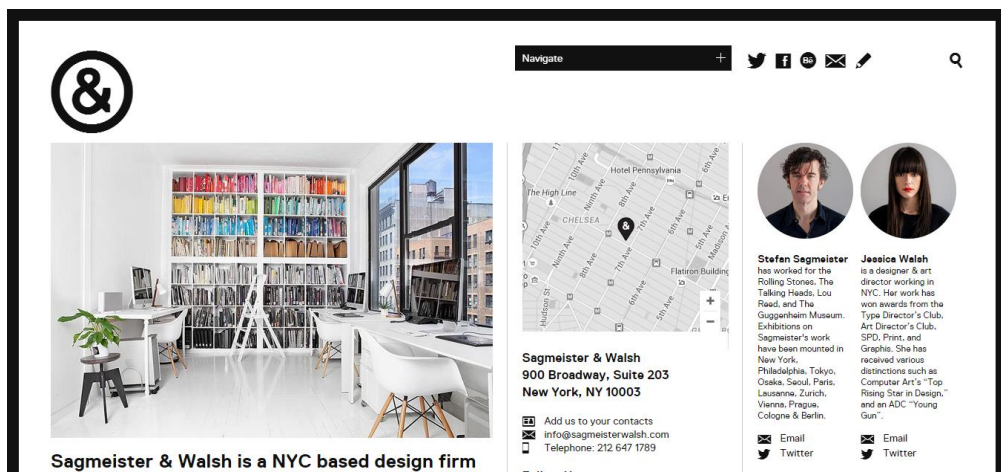


I have visited this site before and generally really like it. I only have one problem with it. It looks like they're moving! They could have replaced the live camera image with a static image. Other than that, I think the nav menu is very original.

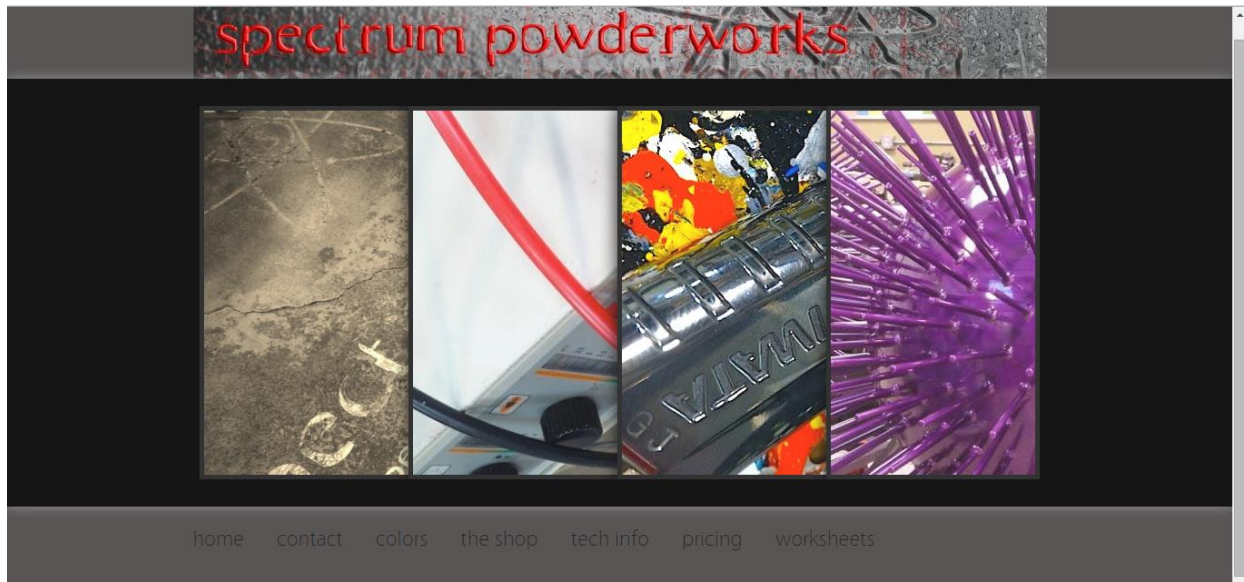
Once inside, I like how they incorporate the grid and break it at times, how clean the content is, the great pictures, and how everything is very clear. I like how they create different layouts per page, depending of what they want to bring to the user. Even though the layout of the content is very busy, it has a great flow.

With a dominant black and white palette, it makes me feel like I'm exploring a classic layout for print, like a magazine. Typography is good, but sometimes I find it to be a bit small, which it makes it elegant but could be a bit fatiguing to read.

My favorite page of the site is the 'about'. I love how they choose a layout divided into three columns. The page is full of content, but to create contrast, they play with different shapes and sizes throughout the page. Also, the page adapts well different window sizes. You can tell they were very thoughtful of how they want to show their work.



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



The layout is distracting and does not highlight the company's actual work. Because all the images are cut, the home page is like an abstraction, and a first glance, you cannot get a clear idea of what the site is about.

The images in the home page work like a nav menu, this is in addition to the secondary navigation menu, which is without justification. I find this very confusing.

I think that it is practical to rethink the navigation system, taking into consideration the important aspects that they want to highlight on the page, and how they want users to navigate the site. Another thing to note is that some of the nav bar options direct users away from the site. I recommend not doing that.

I consider that the mayor aspect that the page could improve on is the contrast between the font and the background color of the page. Lightening the background color could provide a quick solution or at least a starting point.

I think that the flow of this page is confusing, there is not really a path that I can think that the designer want me to have. I didn't even navigate the page completely because I can't prioritize the content. I would suggest using a single image to clearly state what the service is, accompanied by a phrase or description of the company. Prioritizing what they truly want to show us with the site.