**GA Unit 9 Critique**

**Step 1: Reflection**

1. Which existing websites out there most inspired your web site design thus far?

I have looked at a ton of sites and read a lot of thought pieces about what makes a site work or good design work. Here are a few that I like and that also scale responsively. I look for clean, crisp images, consistent easy to read fonts and content that is in easy to digest chunks.

<http://piratetoronto.com/>

<http://thinkappart.com/team/>

http://alaricking.co.uk/work/woodcase/

1. Which parts of the design are you most proud of?

I have tried to emulate some of the sites I admire and have kept things simple and balanced between having a focal point and directing a viewer to content. I liked the collaborative project most as it gave me more components to build with. It was also like design challenges I have had over the years making commercial sculpture.

1. What struggles did you encounter in your design process?

Mainly getting what I had in mind as a design to compromise with the limits of my coding skills. I did better with the mobile up approach and thinking of making the design work at any size. That resonated for me, not worrying about the platform but just making it work from as many points of view as possible. That’s how I work as sculptor.

1. Which struggles did you encounter during page development?

I really struggled with the navigation bar and getting my <ul>s to behave – so just about everything important really. Figuring an image that could work, fonts and colors that bit I can do.

1. What did you learn from making your project responsive?

The lesson I got from making my site responsive was to focus on the essentials and discard the extra baggage. To quote from Louis Sullivan “***form ever follows function”.*** I try and keep that in mind but also that it it helps if the form is beautiful also.

## Step 2: Reviews

Review a website from group 1 and a website from group 2 of the following list, commenting on each website's layout, typography, navigation, and overall flow.

**Group 1**

I chose Squarespace because it presents a challenge. The business model is sophisticated, the layout is slick and finessed down to the last detail and the client site examples are compelling. It gives a free trial of the product, a known gambit to bring customers on board. How would a web developer compete against such an operation?

It has many of the qualities I like in a web site:

* easy to read and get around
* consistent and clear fonts
* a satisfying flow
* invites the viewer to keep looking
* striking images free of clutter
* muted color schemes with a palette that draws attention to key areas

Does this style become passe at some point? Does it serve every customer?

<http://squarespace.com/home/overview/>

**Group 2**

I chose this site because I can sense what the architecture firm was trying to do with their site but for me they somehow miss the mark. Because of how the site is designed I wonder how it reflects on the work they list as examples.

Here are some of the things that need more attention in the overhaul:

* the jarring way the images keep changing in the home section, a slower fade in maybe.
* the density of the pages with the grey background feels airless it could use more whitespace
* the navigation and how each section is treated, the different colors are not as effective as they could be. More room and clearer use of the color.
* the photo examples could use better treatment and presentation

<http://mimarch.net/>