

Step 1: Reflection

For inspiration, I spent a lot of time looking at other photographers' sites, such as Thierry Ambrasse.

So far, I'm proud of how the responsiveness is turning out. In making the page responsive, I've learned to prioritize information, to simplify, and to consider finger size/ease of use. I'm also proud of the overall simplicity of the site because I have a tendency to start a project with too many ideas, which tends to lend itself to business in my designs. I'm happy with the typography and my choice to highlight the anchor in the nav when you're on the corresponding page.

During the design process, I recognized that I didn't know how to do everything that I wanted to do, which was a struggle. Choosing the color of links/hover states also gave me a bit of trouble- I'm still not sure I chose the right one. I also spent a fair amount of time choosing the size & alignment for my wordmark.

During page development, I ran into trouble making my photos into thumbnails. Many of them were shot on different cameras with different formats, so the dimensions were all slightly different. This caused them to break out of the grid I tried to float them into. To circumvent this, I ended up creating divs for each thumbnail and making the image the div background. My next struggle will involve learning how to turn my hero images into slideshows.

Step 2: Reviews

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

Initially, I found the layout a bit confusing. There are two separate navigations on one page, and one of them has 21 different pages. It was a little difficult to figure out where the pages are in relation to each other/figure out the sitemap. It made me feel like using the product may not be so intuitive, which is not what you want in a template service.

On the landing page, the initial downward arrow was a helpful hint to scroll. Once you start scrolling, the arrow disappears and it's not immediately clear to me that I am supposed to continue scrolling.

The navigation also disappears as soon as you start scrolling and is replaced by a "get started" call to action button. If you keep scrolling, you come upon some information about its services and pricing, but it's a bit frustrating to not have quick access to all the other information the site offers without having to scroll all the way back up to the top. It's nice to have a guided experience for the user, but the flow may be a bit too rigid for me.

The typography works really well for me. Nearly all of the text is a sans-serif in varying weights and scales. This reads as clean and simple and suggests an ease and openness. The hierarchy is really easy to understand within the pages. The script-y typeface on the landing page also works well for me because it doesn't overwhelm, still allowing your eye to be drawn to the call to action. It suggests an artsiness that I think appeals to the diy aspect of the product. White space is also used really well throughout the site.

<http://www2.warnerbros.com/spacejam/movie/jam.htm>

Space Jam used to be one of my favorite movies as a child, but it was never one of my favorite websites. Right off the bat, the backgrounds are really busy and distract from the content. The images and texts both have bright competing colors. The red body text against the busy background hurts the eyes.

The initial navigation completely disappears as soon as you select away from the homepage. The images are interactive navs further into the depths of this website, but never to any of the original options. You must either go back to the homepage or deeper into the site.

Everything seems to be aligned haphazardly, from text to thumbnails to links. The main body text spans the width of the page, making it even more bothersome to read.

There isn't much discernible hierarchy. Most of the text is the same size, color, and typeface.