



Project 9: Critique

(REFLECTION AND CRITIQUE)

Reflection

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

- ▶ Most of the websites I really like used parallax. There were several that I enjoyed viewing such as <http://www.dangersoffracking.com/>. It is high on visual appeal and typography with very little text.
- ▶ As a more reasonable go to web site for simple ideas that I could incorporate I referred to Lamborghini.com <http://www.lamborghini.com> for hints.
- ▶ Other fascinating web sites:
 - ▶ <http://mintdesigncompany.com/>
 - ▶ <http://www.quoplus.com/>
 - ▶ <https://www.boldking.com/>

Reflection

Which parts of the design are you most proud of?

- ▶ I would have to say the parts of the design I am most proud of would be the arrangement of the images (not necessarily the text over the images) and being able to display them as a background within css. I was able to tailor the view within a contained region instead of showing a default layout the image.

Reflection

What struggles did you encounter in your design process?

- ▶ Web design block or the equivalent to writer's block was one of my biggest struggles. I tried to use something that most people could at least relate to and build around that although I struggled to narrow down a topic. Also, determining what content to include in the design process was an issue because I knew I wanted to include nice images but did not want to borrow too many from the Internet.

Reflection

What did you learn from making your project responsive?

- ▶ After incorporating images and navigation menus I soon realized that the layout would need to be arranged in a way that could be scaled down if needed. The most important new thing I learned was the media query. This feature along with em sizing made a huge difference in responsiveness.

Critiques:

Business of fashion (<http://www.businessoffashion.com/>)

Layout

- ▶ Overall I think this site is arranged well in terms of capturing large amounts of content within a limited amount of space. It has a newspaper or magazine article themed layout.
- ▶ It also contained some use of color. Hints of maroon or red are sparingly used throughout the pages to tie the theme together.
- ▶ There's also a clear grid layout formation with three to four columns.
- ▶ Sufficient amount of white space for the magazine or news article concept though a little more white space would have worked nicely.

Critiques: Business of fashion (<http://www.businessoffashion.com/>)

Typography

- ▶ Typography is also well I can see usage of large and small font sizing to help target certain focal points.
- ▶ The main home page clearly captures focus on the logo, however I think it would also look well if the logo was an element or two sizes smaller. It's ideally located in a position that drives the main focal point.
- ▶ Good typography

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Navigation

- ▶ The core navigation is nicely responsive. As you scroll down, the key navigation bar follows in a fixed position and also resizes to accommodate smaller media interfaces.
- ▶ There is a top navigation bar on the home page that could be removed above the logo region. It seems to function specifically for the home page, but does not carry through.
- ▶ Overall good navigation

Critiques:

Business of fashion (<http://www.businessoffashion.com/>)

Flow

- ▶ The flow is mostly top-down. There seems to be a slightly different configuration between headline categories as you navigate down.
- ▶ Different sizes of pictures and placement on each sub heading breaks up the flow a bit, but leaves me to wander a little bit.
- ▶ Also, the use of the right side panel varies from top-to-bottom of the page that I'm not sure what to think.
- ▶ Overall it flows pretty well.

Critiques: Mimar Architects(<http://mimarch.net/>)

Layout

- ▶ The layout seems to be under construction with semi-symmetric grids that are not consistent from top to bottom. It has potential with a little work.
- ▶ There are lots of images in motion and various sizes that interfere with the grid sizing that could be adjusted.
- ▶ The sizing of the lower tabs as and borders are inconsistent with wide and narrow widths. Almost all fonts throughout the site are in upper case as well which takes away from any focal points.
- ▶ There's also very little white space within the main content area.

Critiques: Mimar Architects(<http://mimarch.net/>)

Typography

- ▶ Typography is hard to discern. There are some small and large fonts but the font coloring is subdued within many of the images.
- ▶ The motion of the images seems to capture the focus more than the headings. The better typography layout found is contained within the individual tabbed pages, but the layout inside is not very symmetric.
- ▶ The inner tabbed content however seems consistent between the other tabbed items.

Critiques: Mimar Architects(<http://mimarch.net/>)

Navigation

- ▶ The drop-down navigation menus contain a large amount of links with too many options making it a little difficult to see and decide on what to click.
- ▶ There's also a left side icon or button that floats around to the left which should be removed as it distracts the user and interferes with the layout.

Critiques:

Mimar Architects(<http://mimarch.net/>)

Flow

- ▶ The flow seems to start at the top center of the page, but is broken up by the motions of the images.
- ▶ Scanning down the page, there seems to be lots of attention grabbing colors on the tabs, but not one overall color that drives a central flow.
- ▶ Within the individual tabs the flow goes from top-left to bottom right due to the large amounts of white space on the left side of the pages.
- ▶ There seems to be a few smaller images within the flow that are too small and will likely be overlooked.