

UNIT 9 | REFLECTION

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

I was inspired by NEW INC (<http://www.newinc.org/>) which is a design incubator that inspired LAUNCH. I was also inspired by WeWork (<https://www.wework.com/>) which is a co-working space with a great website.

Which parts of the design are you most proud of?

I like the arrangement and balance of content and imagery. I also like that the text is clean and simple.

What struggles did you encounter in your design process?

I struggled most with margin, padding, and border. I also want to overlay text over images and had a hard time figuring out how to adjust the image so that the text layered on top would be easy to read.

Which struggles did you encounter during page development?

I spent a significant amount of time designing different pages and content layout that page development wasn't as difficult as I originally anticipated. I struggled with some text spacing issues once I started to arrange the content on the site.

What did you learn from making your project responsive?

I learned to design the desktop site while considering phone and tablet screens as well. While I understand the general concepts of responsive design, I have a hard time transitioning information into media queries to accommodate smaller screens.

UNIT 9 | REVIEW

Group 1

<http://www.sagmeisterwalsh.com/> - I really enjoy the layout of this website. It's unique in that it's a strong image with some navigational elements within the image itself. I like the border around the image and subsequent pages. I don't see that often on websites so it stands out. The typography is simple and it doesn't add or distract from the content. The navigation within the site is used efficiently in some areas of the page (main navigation on the homepage is embedded in the main image) and not as efficiently in other areas of the page. For example, there are links to additional pages on the top right hand side of the homepage. The font/icon color used is white but overlays a light section of the image making it hard to read. The additional content on the site is pretty easy to find but if you select a project that has a lot of accompanying images and videos, the reader has to scroll down to the bottom of the page to find information about the project itself. This would be more effective if this information was at the top of the project page so that the reader could decide if they want to learn more before scrolling through the project images and videos.

Group 2

<http://mimarch.net/> - This site contains a lot of content and images that are competing with each other. As a result of this, the information is hard for the reader to digest. The layout uses both horizontal and vertical elements that creates gaps of information and inconsistent visual design elements. The main focus of the homepage could be more efficient if the website used a consistent layout and a complimentary color palette. I like that the website uses black and white but the use of additional colors doesn't make the content or images stronger. If the website had a simplified layout and streamlined color palette, the typography would stand out and assist the navigation. There are multiple points of navigation within the homepage. Concentrating the navigation to no more than a few specific subject areas will make it easier for the reader to find the information they are looking for.