

ANM 324 Project 4-Webpage Mock-up

Mocking up a webpage requires a broad range of illustration and design skills. This artwork is used to present your design to the client as well as being the template for your own coding of the site or as a guide for web developers. I'm looking for good composition skills, effective use of vector and bitmap images, visual hierarchy and good typography. Your final layout should be accompanied with either a sketch or mock-up of your page that was required as part of the overall project.

Late -10 No Group Critique-5

Missing sketch along with final page -5

Frazier Group

Miguel Almeida-Jessica' Every Critter Care looks like the ideal source for pet sitting for those uncommon critter pets. The layout of the page is clear and simple with visual hierarchy established with the central round image. The placement of that image does potentially inhibit eye movement through the page...perhaps the addition of 2-3 smaller circular images of other unique clients would enhance the layout. Your preliminary sketch had a good solution with critters surrounding the circle. The navigation is clever with the silhouettes of the animals. The script font is rather thin, which affects readability. I'd encourage a very readable font and consistent linking colors for optimum user experience.

OUsmane Cisse-Wow that main image is very dramatic and I especially like the reversed title at the bottom. My initial impression is that I'm not sure what the site is for or who it represents. I think what's missing is a short statement or tagline that clarifies. For example; "Your online magazine for leading-edge architectural design." The navigation is very clear at the bottom although it seems like sampling a color for those buttons from the architectural images might lead to a more cohesive composition. The button text is not consistent with upper/lower case titles and all those titles should "fit" inside the button. Lots of potential here for a very strong page.

Tyrone Freeman-Great name for this smoke shop and you've resonated the road theme in the logo at top. I also appreciate the tobacco colors, textures and smoke rising in frames of the composition. The navigation on the left is very readable and stands-out with the drop shadow effect. My main concern is with the information block which commands the majority of the page. The only information there is the address of the Tobacco Road. In my opinion, what's needed is a brief statement about the business. What is it all about? Viewer's need to know this right off the bat without drilling down through following pages. For example; "We sell the finest cigars and tobacco blends from around the world." The address could be much smaller and still be very effective. It's most important to get the viewers attention and then they will look for address/directions.

Catherine Ramsey-I think you've targeted your audience perfectly with your Shampooch Pet Wash site. The pup in the bath-bubbles communicates clearly and

that, along with the simple taglines, leads your viewers to click on the paws for more information. The illustration of the dog and bubbles is right on target! My only suggestion would be to give the address at the bottom a little more “breathing room” ...looks a bit cramped-in. A business like this would probably have some social media links which could be included in the bottom banner. Overall, the site looks great!

Jessica Williams-What a great idea to market lower cost veterinary services! You definitely have a lot of information here...it looks like you were trying to fill every available space with content. The information is important, but at first glance it's a little hard to focus on the key stuff. Consider what's most important in the visual hierarchy; the business name (logo that you have is great), and the tagline “Here to help your pets not to hurt your wallet. (mission) and then contact, hours and address. Considering this, I would remove the band aid image and perhaps the dog prints (so cute but distract). If you can imagine this as much more simple and accessible...a vet also has to look professional so you're confident your best buddy is going to be taken care of. You have great content that could use some simplification to establish visual hierarchy.

Rosenwald Group

Jeffrey Hokenson-They say a picture is worth a thousand words and this is clearly true for your Hiking Handbook. Besides the great image, you have a strong tagline that help us understand the goal of the handbook and clear navigation. The addition of a search for hiking trails and a current news feed on hiking adds to the value of the site. I liked the larger font for the title you considered in your preliminary sketch but the thin san serif font works! The overall tone helps make this site very successful and it would be attractive to your target audience of outdoors persons. Excellent work!

Morwenna McKinley-I like your title..there's no way viewers are going to misunderstand the theme with that large stylized font. The title looks a little squeezed-in and could use more spacing at end or consider stacking with Project under The Feral Cat. At first I didn't see the background image of the cat...it's just transparent enough to be seen, at first, as a texture. The interesting thing is that it's quickly re-read as intended. The information that follows helps us understand the mission of the project and engages viewers to learn more, especially if they have a feral cat issue. The navigation, with the rather large cat silhouettes, can't be missed. The content is good but you've tried to use too many different font styles. What's most important to stand out...the title and maybe the navigation. The information block needs to be easily read (there are a few typos in the paragraph). There is a general guideline to use no more than three different fonts. The site is fun, I'd like to know more!

Catherine Serou-You've definitely done some “creative imaging” with your webpage! The composition is very interesting with the stylized plant and rusty parts surrounding the primary navigation and page title. I do like the techniques you've

used for your navigation elements. I would expect these buttons to react when clicked..good user feedback. My main concern with the page is the lack of hierarchy and readability of your title. The title doesn't need to be huge to have hierarchy but it does need to be placed and scaled so that it's clearly the title. Vertical type is not particularly easy to read but this can work. I'd recommend putting Imaging to the right of Creative and perhaps make that type a few pixels larger. The curved metal piece and staggered navigation tiles will lead the eye down the page.

Ulysses Unzueta- I thought it was interesting that you chose to use your Bio class as the topic for your project...I'm wondering if you were trying to think of a project while taking the class or listening to a lecture? The artwork is wonderful and your title and navigation bar is very clear and easy to read. I am assuming that the six icons below the title are main topics in the course. I say this because they could be easily confused as navigation icons, which I don't think was intended. The potential for confusion is a usability and user experience issue. I think your initial sketch is a more effective way of illustrating the topics without making them look like buttons. Your typography is excellent and I really appreciate the magnifying-glass style you've used in the illustrations.

Gabriel Bardalas-The cover image for the ARTHOUSE is very striking and eye-catching. I am assuming that the left half would be the opening page of the site and the right half is a typical artist page? It does seem like the opening page, while engaging, lacks some key information and clear navigation. What is the Arthouse "A Collective of Creative Spirits" for example, would clarify. Perhaps a list of artist or a link to a list would allow viewers to logically explore individual artist's work. Overall, lots of potential but needs some focus for usability and user interface.

Anja Kroencke Group

Evelyn Bigelyaizen-I love food blogs and actually know a person who makes a great living off a blog...Maybe Roots and Marrow is in your future? My favorite part of this site is the logo..is it original? The added images and navigation help communicate the theme and give the viewer direction. My main concern is that the page is not as effectively composed as it could be. The top half of the page with background is in stark contrast with the three images across the bottom. I would consider using a full page background (could be the one you have) that's semi-transparent. I think this would make the page more cohesive. I also think the visual hierarchy could be stronger. Right now the picture of the yule log commands attention, then the images at the bottom and finally the logo and nav. At a minimum, the logo should be enlarged and maybe designed as a banner across the top..I see that in your original design. I think the navigation on the left is OK.

Martin Nichols-Your site will definitely get some attention! "PIGTIME Apparel for the modern male pig!" That's a great tagline and I want to learn more. The pink pig color, bold type and clever text all make the site very user friendly and "funny". The user interface is clear with excellent visual hierarchy and although you have two

navigation systems, it's clear that one is for shopping and the other is for company information. I wish I could click to learn more. Nice work!

Kunz Group

Melissa Dalvos-I'd never hear of "Sea Bunnies" but now I know what those critters are! This is more of a technical/scientific site. Your title and navigation at top are very clear and those elements, along with the video (wish we could see) of a bunny, have established a strong visual hierarchy. The main elements define space for the more technical information about Sea Bunnies. With a more technical topic, it's also appropriate to use san-serif fonts that are very readable. Incorporating a twitter feed also adds relevance and immediacy to your topic. The site looks great and I even see that there is a Japanese version! Very nice work!

Marissa Patton-I'll admit right up front that I'm not a Pokemon fan nor am I knowledgeable about Pokemon other than one of my son's was crazy for those cards many years ago. I guess Pokemon survives! Your site is very eye-catching and I'm sure the title Pokedex (top nav bar) as well as the row of characters at the bottom would be very important and clear to fans. The central image (is it original) looks great and it, along with the Pokemon logo brings the page to life! The site looks very creative and fun...your viewers will be amazed!

Deena Tolan-I take it you're a hardcore Marvel fan!! The page is very striking with the bright yellow background and Marvel characters. Some of the characters are pixilated...better if all were very consistent in resolution. The title is clear and readable and those navigation buttons are POW! Powerful! I'm confident fans would love the page and click-on to learn more. You've used color and images in a rather minimalistic composition to establish excellent visual impact.

Selena Vera-The title banner and navigation across the top are very well done. Unless you were a hardcore Disney history buff, I don't think this page would get you too excited. OK it works on an informational level but I was expecting a more engaging visual experience that would attract viewers to your site. Something as simple and arranging small images into the text might be enough to give more visual interest to the page. So the page does work on one level but slightly misses the challenge of creating an artistic composition for the opening page of your website.