ANM 324 Project 4

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 a model for your own coding of the site or as a guide for web developers.

Here's my general grading criteria for this project:

95-100- Webpage is complete and artwork is challenging. It has excellent visual hierarchy and demonstrates clear command of the Illustrator toolset. Your page is a work of art!

90-95-Webpage is very well done but there are some minor flaws in concept or execution. Type styling may not resonate with the content or theme of the product or you may have created a less than spectacular composition of image and text. Site may not communicate as clearly as it could at first glance.

85-89-Webpage is good but may not completely communicate the essence of the site in either type resonance or design elements. Navigation is not clear.

80-85-Website has obvious technical and design issues that will prevent it from having good visual strength. Type doesn't fit or image is too complex to be clearly understood by viewers.

70-80-Webiste is not effective is communicating the essence of the subject and major requirements are missing. There are significant technical flaws.

70-below very late work

Note: Late work will be downgraded by 10 pts

Missing sketch or design rational -5 each

Did not incorporate a vector image -5

Frasier Group

Billy Bowles-Not a huge Walking Dead fan but know the quote. Your site looks very clean, easy to navigate and professional. My main suggestion is with your objective to make the site's tone "Happy, full of hope". I don't see that aesthetic in your design. I think it has more to do with the monochromatic palette…soothing yes, happy..not so much! The hierarchy of type is excellent but I think you could have done more with the banner background image. Maybe the idea is to not make it too closely related to the Walking Dead theme and therefore an escape from the tormenting horror of zombies? I'd suggest a more interesting vectorized image (project requirement) for the background to engage your potential viewers to this community.

Sarah Greening-The original "Nothing Bundt Cakes" is a very simple and an easy to navigate site. Kind of challenging to improve but there is always a better solution. I do like the larger banner and choice of type. You've chosen to vectorize a cake but the level of simplification has made it less easy to "read". Would a new visitor to your site see that this was a delicious cake that they wanted to order? Ok..they would click around through the navigation buttons to get the full story and likely see more detailed images. Keep in mind with websites, first impression is vital to engaging your viewers. The buttons look very functional but background color and serif type face visually separate them from the main image. I would suggest sampling one of the colors in the cake, maybe the rich red, for consistency in the background and choosing the same san-serif font in the banner for your buttons for a more cohesive design. No creative brief or group feedback.

Diego Juarez-The overall tone of your page is dramatic and communicates the theme of a virtual reality space adventure. The addition of the optional journeys helps viewers understand the concept on the opening page. Visual hierarchy is somewhat compromised with the three lines of text in different display font styles. As I look at the overall layout I would make space and time larger (establish clear hierarchy) and then connect "Discover Your Journey in Virtual Reality" to make a clearer statement about the purpose of the site. This could be stacked in an arc at the bottom or top of the globe. I realize this is my personal preference..but the goal is always design for clarity and quick understanding of the site…we stay on a page for about 3 seconds so it's got to be very clear. I might also consider using a more engaging titles for the various journeys, such as: "Fly through Saturn's Solar ring". You've done an excellent job of blending the images and using a vectorized earth.

Lesly Lopez-You've very successfully taken your preliminary design and improved on it to create a very professional looking site. The white background, understated but clear type and simply placed images all contribute to an elegant tone that would attract viewers. I personally prefer the logo with your name spelled out..the initials in the chosen font are a bit difficult to "read". I get it that the initials are probably are a more sophisticated identity. Maybe compromise by adding "Interior Design by Lesly J Lopez" under your logo. The navigation is very clear and good job including social media links. I especially like the added touch of the white inner border which definitely adds a touch of class to the site.

Kelsey Moon-You've done an excellent job of transforming the original site into an energetic and engaging introduction to Crossfit Davis. Having a large group picture just leads to re-editing as faces evolve and times change. Your new background communicates the objective of crossfit's strength training and personal commitment it requires. Navigation icons are excellent and your choice of type helps resonate the theme. Very well done…and very successful!

Kyle Spencer-Your concept for this site to help artists create and host their portfolios is a great concept. I don't think the evolution of the final site from your preliminary design is as successful as it could be. You've lost a letter in the title…portfolo is already a simplified version of portfolio but did you really want to further simplify into porfolo? As I mentioned in our feedback, this site begs for a "tagline" that helps viewers understand what's going on. Something like "Portfolo helps artists create and host their personal portfolios of creative work". If you want viewers to click on the smaller images at the bottom (looks like they are buttons) then perhaps the name of the artist would help clarify. The site is very simple, to the point of looking a little incomplete. Did you incorporate vectorized art..I can't tell for sure?

Rosenwald Group
Aziza Ateba-Your Dunder Mifflin redo is one of the most successful in class. Don't know where you got the inspiration for the origami birds but it definitely compliments the "paper" theme while taking the site to a much more contemporary level of design. Would a paper company go for such a change? I don't know but that's what design is all about. Besides the overall tone and much improved hierarchy, I like the simplification. The original site is just plain hard to

read. Your addition of the paper stacks (look vector) as buttons, makes I it so much easier to navigate. I really like all aspects of your redesign…future web design pro! Missed your submission of the creative brief and redo concept.

Christina Edadiz-Herrera-Are you a poet? I get the impression that it would be a vision of yours to have a café like this for current and future poets..that would be interesting. Your final version seems to follow the original concept. The choice of a very busy background pattern, however, results is an unreadable banner. There are a couple of ways to still use the background. A gradient mask can be applied over the background layer to make it more transparent at the top so that the text is readable or you could put a rectangular box behind the text to add contrast. Another option would be a heavier font in a strong contrasting color. The navigation buttons are clear but the layout looks very arbitrary. Similar styled buttons should be arranged together…a horizontal row is typical and it would be more visually effective. It's unclear to me what the two images at the bottom are for. Are they links or just visual? If the buttons were oriented horizontally then it would be more effective to arrange 2-3 rectangular image in an overlapping collage at the bottom. Late submissions and no group feedback.

Jennifer Luce-Your final version the Davis Home Trends definitely follows your concept drawing. The logo is a big improvement with the roofline helping to visually lead the viewer's eye to the company name. I would suggest that the name could be larger to further add visual hierarchy. Right now the focal point is the "team in tub". A larger banner would help balance the layout. You've chose to use the same font throughout the page. It's a good strong font but best in the logo. I would consider a san-serif such a verdana for the content left and right of the picture..this adds a bit of contrast and readability to further emphasize the company name. Navigation is clear but inconsistently aligned. No group feedback.

Olena Svidersky-As I mentioned in your feedback, the concept of seeing America from the eyes a recent immigrant is a great idea. Your background image and title are very strong. The collage of classic landmarks gives us the sense of a coast-to-coast perspective. The eye in the upper left is also a great way to visually connect the theme of the site. The buttons are clear..maybe a little too large…think visual hierarchy; what's most important. Right now the buttons tend to complete with the banner. You did include a tagline to to help clarify the purpose of the site but the location is not one that's typically in our scan of a web page. (Think about where they put that little X in a pop-up ad so we have to look around to find it.) The tagline is important and would be most noticeable if positioned right below See America. Great idea for a site and you've done an excellent job putting together the skills we've learned in class.

Sarah Worthington-You've definitely change the look of the Mill website. The tone is very similar in spite of the changes. It's inviting, calm and bright. Based on your creative brief, one of your main objectives was to communicate that the Mill was a welcoming community space. The logo with hands surrounding a cup of coffee and the brush-stroked banner do subtly help communicate this theme. What if the illustration of the right hand showed it holding the cup handle? I was a little confused by the cup/hand when I first viewed it…maybe just me? The navigation is clear but it does tend to dominate the layout..visually "weighs" the same as the

logo. If buttons were smaller, maybe stacked on one side, you could include a tagline. One last thought..is the address so important that it needs to be in the header? Consider the hierarchy of content. Creative brief late.

Omar Kabbani-Your final version of the Mercedes Benz site looks very professional…could be any major brand displaying a dramatic view of the showcase vehicle. That's not necessarily bad..just an observation on how car sites have become sort of a formula because that's successful. Your image arrangement and links looks great and the black background adds dramatic contrast. One of the requirements for the project was a vectorized image…I don't see it.

Kroencke Group
Saundra Fouhy-You've done a great job of transforming your concept into a very strong opening webpage. The scale of the camera, and bold title is very dramatic and eye-catching. The wood grained background also adds a nice warm touch…it communicates not too technical, personal and accessible. The navigation is very clear and added links for mail and social media are a must these days. One recommendation..consider your use of the script font which I have trouble reading…If it's an important tagline then it must be readable on a variety of screen sizes. Excellent work!

Noah Martin-Hey..I want to start brewing some beer so maybe this site should be my first stop. Home and craft brewing is certainly popular so your site would have a big potential audience. My main concern with the site is that you didn't use the proportions of a webpage for your layout. Maybe you felt like this was an unnecessary limitation? The typical page has about a 1200 x 800 pixels ratio. The reason for considering this is to keep the most important content "above the fold" so that the first view of a page is complete enough to engage and if necessary clue the viewer into scrolling down. So rather that using vertical letter page, consider a horizontal letter page for your concept. The title Brew'd is engaging and along with the vector barrel, is pretty clear…the addition of the tagline "Your guide to making craft beers." Further clarifies..this definitely needs to be in view when opening the page. You've simplified the navigation to "click to get started"..that's minimal but doesn't give your viewers much option to explore flexibly. Maybe they just need to follow your desired path? No group feedback.

Melissa West-This looks like a fun site..perhaps a future site of your own? The logo is strong and puts good use to the illustrator skills we've learned. The layout and visual hierarchy are excellent. This helps lead the viewer's eye through the page. My one suggestion is to consider using color in the "Blue Lemon Designs" title. There is a lot of black in your background boxes and image surround…my sense is that the tone of your site could be enhanced with a little more color. Navigation is very clear…I assume you really like the font style which you have used throughout. Consider a different style for any info you want to standout…such as gift card block. I did not receive your creative brief with initial sketch. I will consider your vector logo as a vectorized image.

Kunz Group

Barbara Blair-You've definitely taken a new direction with your revision of the Chocolate Cow site. With the "vector" cow front and center, you've added some playfulness to the site. A vectorized illustration, in this case, is more appropriate than a lifelike photo. My first impression is that you have a much cleaner message with white space and fewer links. I'm assuming that the icons of espresso, chocolates and ice cream would link to pages that explore those topics…if not, that would be somewhat confusing. I don't see corresponding links in the original. FYI: the Media and About links are in what is considered the least viewed area of a site. From a design perspective, I would suggest moving "The Chocolate Cow" and tagline right and closer to the logo. This would make for a more cohesive design and give the icons more visual space.

Alisia Gomez-I really liked the energy with the scaled-up rider in your preliminary sketch. Your final version is clean and readable but not quite as dynamic. You have established an excellent visual hierarchy with the central banner and less critical but informational content above and below. The buttons are strong but the overflowing Tours and Rentals text looks odd. One fix might be to use only Tours or Rentals or remove a less critical link such as History. The background is interesting and the variety of type styles (typically something to avoid) works. You still have visible rectangular shapes around the parked bikes. This is not as easy to fix in Illustrator (masking)…better to create a collage in Photoshop where control of overlapping images is easier and then place the collage in Illustrator. Did not submit sketch with final.

Malaia Jackson-Your site definitely has a "Pop Art" look. The variety of type styles and color would be attractive to your target audience. I also like your treatment of the of shoe, which adds an energetic tone. I am assuming the site is a collection of sneaker art styles…is that correct? I am assuming the Hyperbeast and Cuilture Vulture are inks….but are they? If it's a collection then maybe the links should include the word collection or gallery. The yellow text is not as readable against the white background. If you keep it white, then select a text color with a bit more contrast.

Cameron Mayfield-The new Cedar Room site strikes me as having a lot more class than the original where the bar scene dominates. You've done an excellent job with wood textures in the title and incorporating the cocktail icon. My only suggestion with the banner would be to upt the small green links under ROOM. They are a subset to the main links so being closer would be OK but they tend to make the banner more visually "busy" than it needs to be. Banner is strong so let it standout! Your main navigation is very clear and you've indicated that the hover gives feedback to viewers. I really like your treatment of the page content with various drinks and explanations..I think would attract potential customers. Very strong work!

Adriana Rodriguez-Could this possibly be a business you have or would like to start? It has a personal touch that leads me to think you might be a fashion designer. The layout of the sight is very symmetrical with banner and detailed frames surrounding the main costume image. The navigation is clear but what's missing for me is what the overall objective of the site is. I am assuming these are costumes for parties not a line of fancy clothing. It would help to have a

"tagline" below the metallic banner to clarify. All the elements of the site work well together but I can really tell if the costume image has been vectorized, as required for the project.

Madeline Villena-The logo of Figbert is very clever but I didn't catch the Ear=F until I read about Figbert in the text box. Maybe I'm a little "slow"…but, it is creative. The overall tone of the site is welcoming, which would be vital to a dog rescue effort. I see adorable pictures of dogs and appreciate the fact that you included an arrow to indicate that a scroll-down would lead to more pictures or information. A couple points: Greyhound Rescue needs to be larger..that's what the site is all about so make it very clear up front. Watch out for font readability. The "friends" in the banner is almost lost in the background. Consider making it the same color as Figbert and then use the burgundy for your bigger improved "Greyhound Rescue". Looks like you had fun with this project!