

design::critique

Silver Creek Soap Website Design Critique Guide

Overview ::

As you gather in groups to critique each other's designs, consider working through the following questions, and well as providing additional feedback as appropriate. Remember to back up your opinions with *why* you think an aspect of the design needs improvement.

Project Objectives Reminder ::

A quick refresher of the core objectives of this design project (from the project handout):

- **Look & Feel**—You are starting nearly from scratch with the look and feel of this company. Some of the provided images display a bit of the look they are going for, but there is a lot of room to bring your own style to this company's appearance. Try to evoke more of an emotional response from the site visitors—help customers feel good about buying locally produced products direct from the manufacturers. Think about what is special about shopping at a farmer's market. What is the appeal to consumers?
- **Navigation**—Craft basic navigation that makes the site easy and intuitive to navigate. Focus on both meeting the needs of potential users and the requirements of the client.
- **Photography**—Use images to help convey a sense of culture and quality.
- **Typography**—There is a lot of type required in this project. Be intentional about the type formatting you apply and be thoughtful of hierarchy and font/style variation.

Observations ::

- What do you think of the overall design?
- What works?
- What doesn't work?
- Does the layout demonstrate good grouping of elements and bring focus to the content?
- Does the typography work well? Is there a strong use of hierarchy and font style variation?
- How well does the overall colorization work?
- Do the photos and images work well with the overall theme?
- Is the navigation clear and easy to use?
- What's a primary call to action? A secondary call to action?
- What would you change in the design?
- Does the design make sense from a user standpoint? Is the user experience good?
- Any other comments/recommendations?