

# design::critique

## Escape Fiction Website Redesign 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):

- **Brand Consistency** — The three pages we design should share many elements, including header, footer, and type, color, and grid choices. Work to ensure the home page and the secondary page feel part of the same design scheme.
- **Layout & Grids** — Use a multi-column grid to guide placement of your page content. Experiment with different number of columns, grid module sizes, and flowline locations. Good use of gutters and whitespace should help organize your content and create visual hierarchy across all pages.
- **Typography** — Focus on using typography to convey style, meaning and structure. Stick with web-safe system fonts, or fonts from Google Fonts when making font choices.
- **Prototype Testing** — We will use Figma's Prototype mode to create a functional mock-up of our three-page site.

### 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?