Amy Read & Vaida Kaklauskaite

Critical Evaluation: Web Publishing Elective

http://www.vaidaandamy.co.uk/
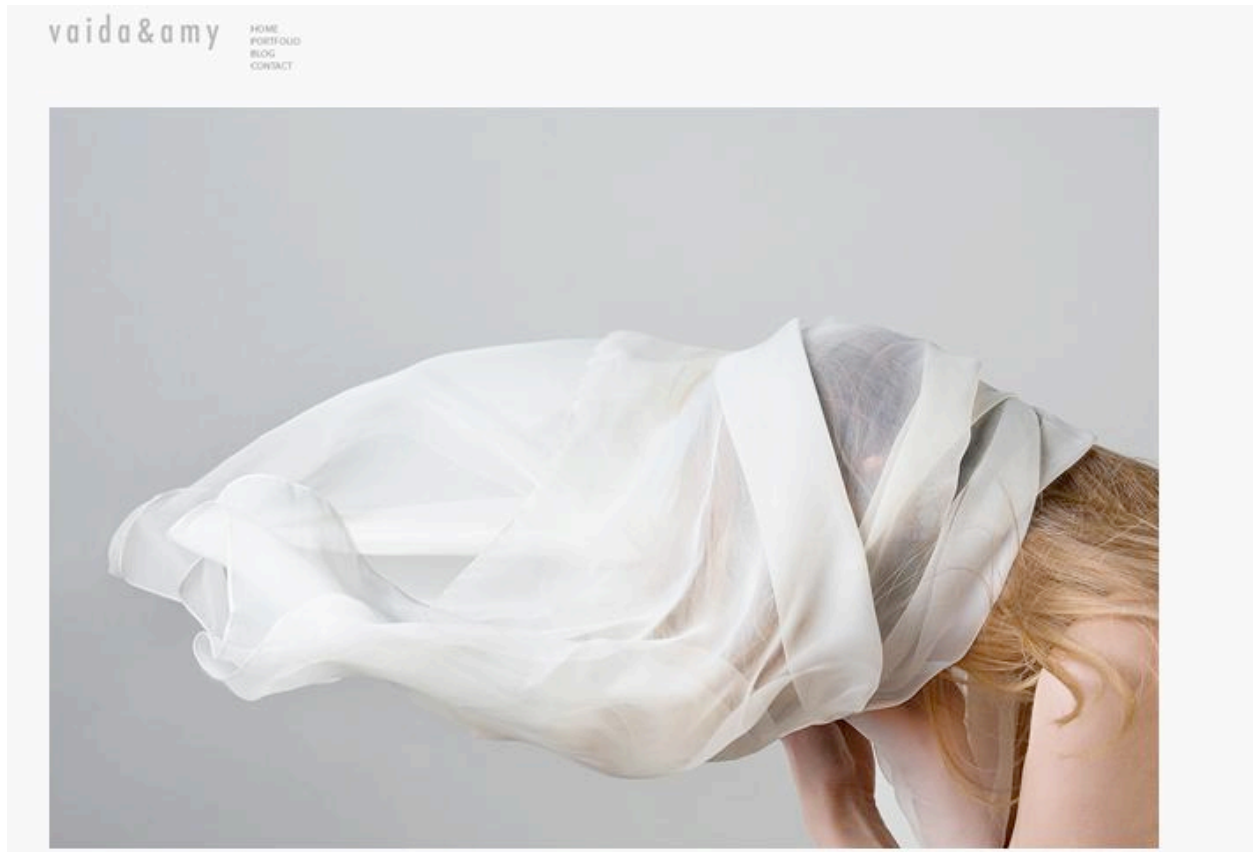
Introduction:

For this unit we decided to collaborate again in creating our joint website. From the first discussion it was clear that we both wanted something simple and easy to navigate. We wanted the design of our website to reflect the style of our imagery, which is minimalistic and clear, so this was the starting point for our decision making process.

We have documented the development of our website on our blogs http://vaidakaklauskaite.com and http://www.amyreaddesigns.com/mablog.

Collaborative Roles:

Amy – design decisions, coding, publishing.
Vaida – design decisions, art directing.
Within this unit we think we managed to develop the ideas for the web design quite well, we both like the bloggy style web sites that are simple and easy to use. We feel we have been succesful in our main aim which was to emphasize our imagery and represent us a creative, collaorative team.

Audience:

Our website will be aimed at our future potential collaborators, which could be stylists, make up artists, designers and models. Commercial clients, which could be bands, fashion designers, product manufacturers, galleries and fashion/culture magazines. We want to appear professional and creative above all else, so this combined with our audience creates a good base to start our designs from. Since we are promoting our work to our audience, the images will take precedent above everything else. Our blog will offer the opportunity to be less formal with users that which to explore our work further.

Navigation and Structure:

We wanted to keep the navigation simple, and easy to use. We made a site map of Dave Hill's website, www.davehillphoto.com and found that even though he has a lot of content on his site, the navigation is very simple. By employing this type of menu and sub menu structure you avoid the viewers getting lost in your site.

Sitemap for www.davehillphoto.com
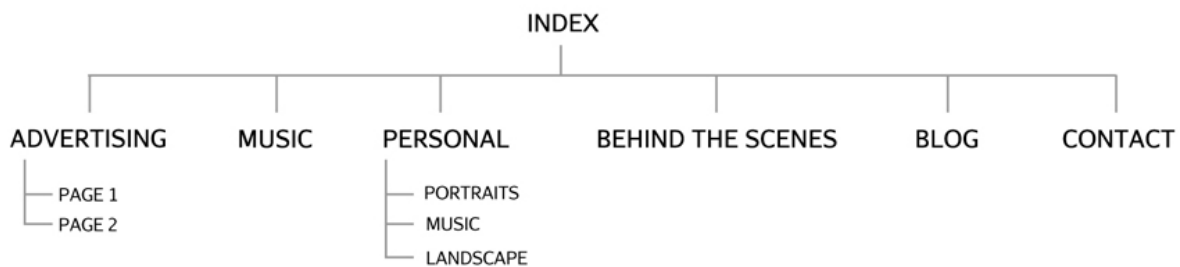
Initially we had this navigation system. It seemed minimal enough but as we started building the sites we noticed some changes that needed to be made.
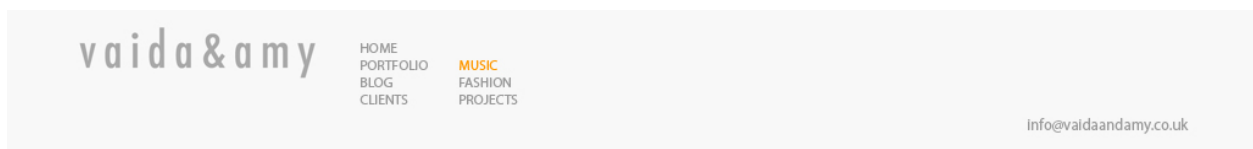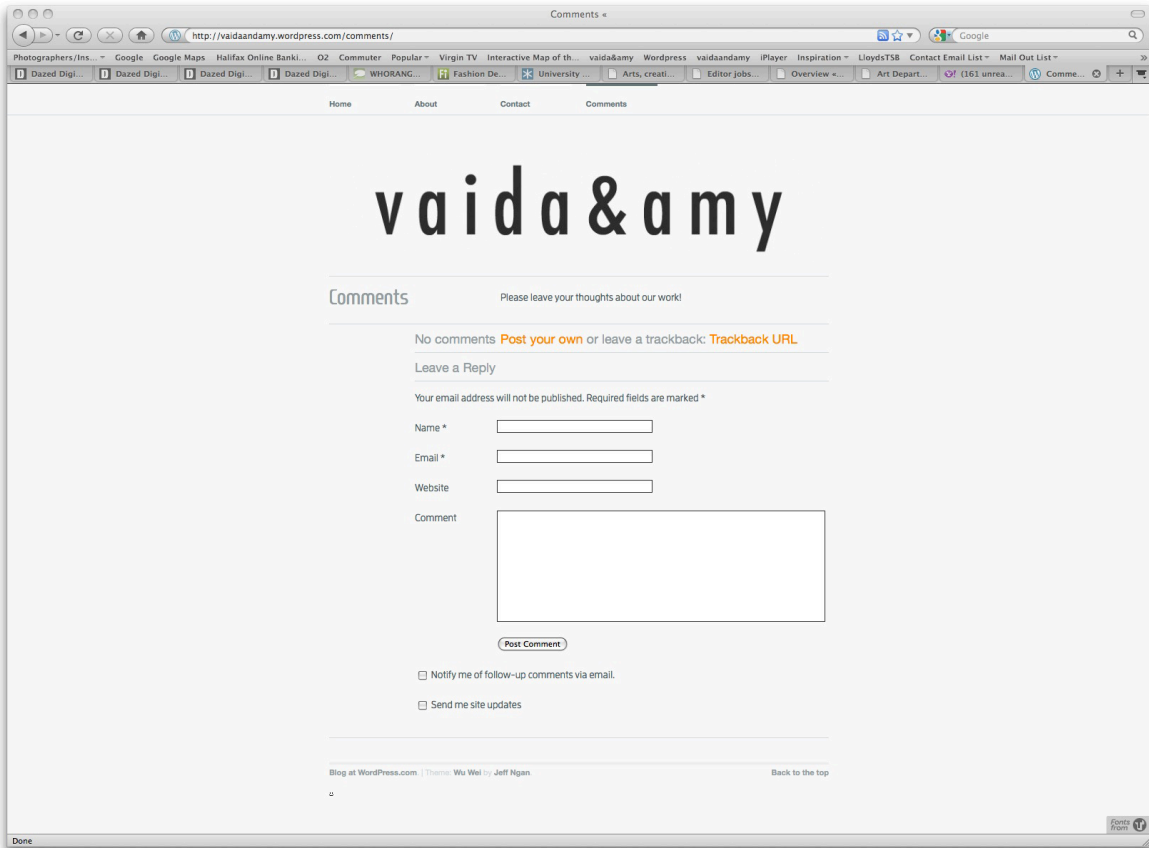

Client Link:

We tried building a "Client" page where we could showcase comments about our work from people we have worked with. We soon found that as we have just started we only have a few comments, and it was looking a bit empty, so we have added a comments page to our blog - http://vaidaandamy.wordpress.com/comments/ which people can add their comments to in their own time, and we can filter them before they go live. This will hopefully create a less formal, and friendly feel to the comments page.

HOME
PORTFOLIO
BLOG
CONTACT

COMMERCIAL
PROJECTS

CLIENT LIST:
Energy Function Band www.energyfunctionband.co.uk

"Vaida and Amy did a great job blah blah blah ......"

Philip Davison - Energy Function Band

"Vaida and Amy were great to work with ...."

Justina - Model

Home   About   Contact   Comments

v a i d a & a m y

Comments   Please leave your thoughts about our work!

No comments Post your own or leave a trackback: Trackback URL

Leave a Reply

Your email address will not be published. Required fields are marked *

Name *

Email *

Website

Comment

Post Comment

☐ Notify me of follow-up comments via email.

☐ Send me site updates

Done

Contact Link:

When we started building we didn't have a contact page as we thought we would only have one email address to put on there. As we started building the site the email address at the top of the page was looking messy, so we created a page where we could have email links, and blog links so the viewer can access our joint and individual contact details and blog addresses. Initially it was in the same style as the unsuccessful client page above, but we made it more visual by adding screenshots of our blogs, which fitted with the rest of our site much better. http://vaidaandamy.co.uk/contact.html
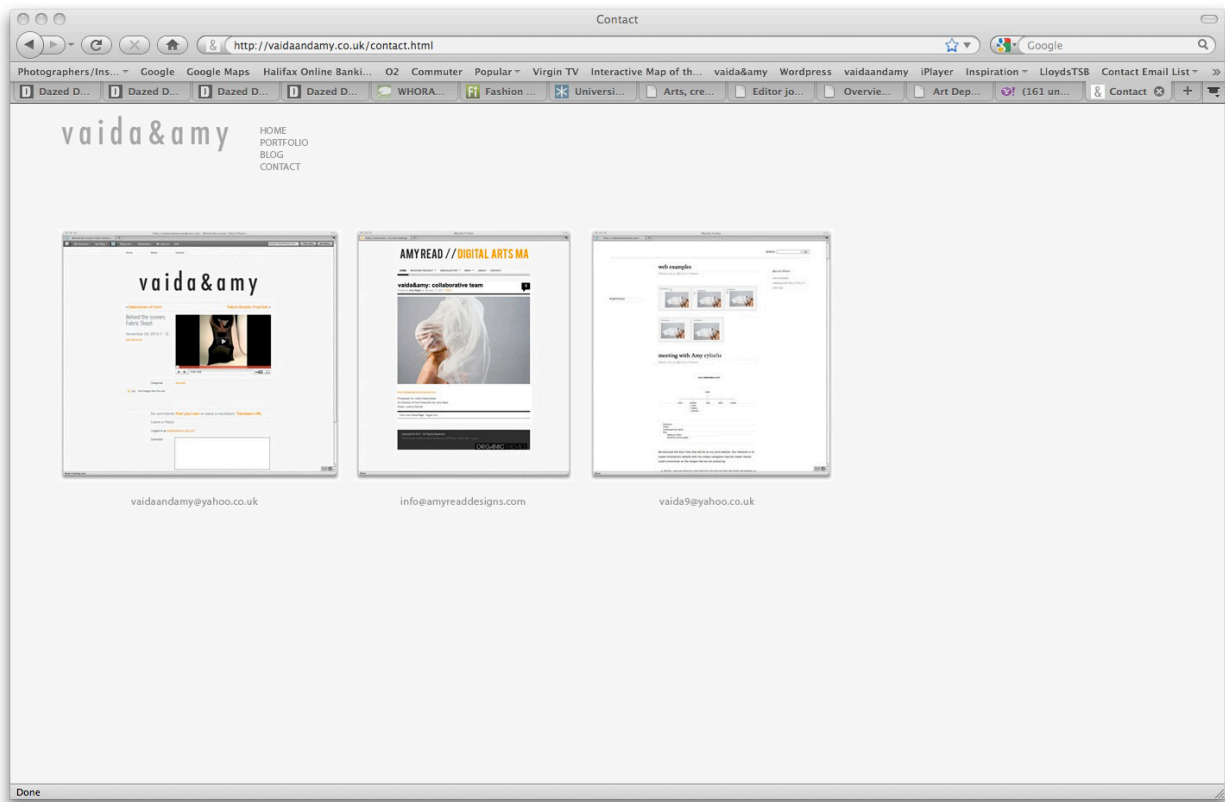

Portfolio:

This seemed minimal enough, but as we started building the site we realised we don't have many images that most people would describe as fashion. So we changed the portfolio sections from "Music", "Fashion" and "Personal" to "Commercial" and "Projects". This meant that the viewer would clearly be able to distinguish the paid work we had undertaken from the self-directed work.

Both of the links consits of the images that we produced. The "Comercial" link has the promotional images of a band that we recently photographed. The "Projects" links consits of the series of the imagery that we have produced whilst on the MA. We wanted the design of the portfolios to be very simple, a large image accompanied by stationary thumbnail navigation, much like on Michael David Adams portfolio http://www.michaeldavidadams.com/portfolio/beauty1/
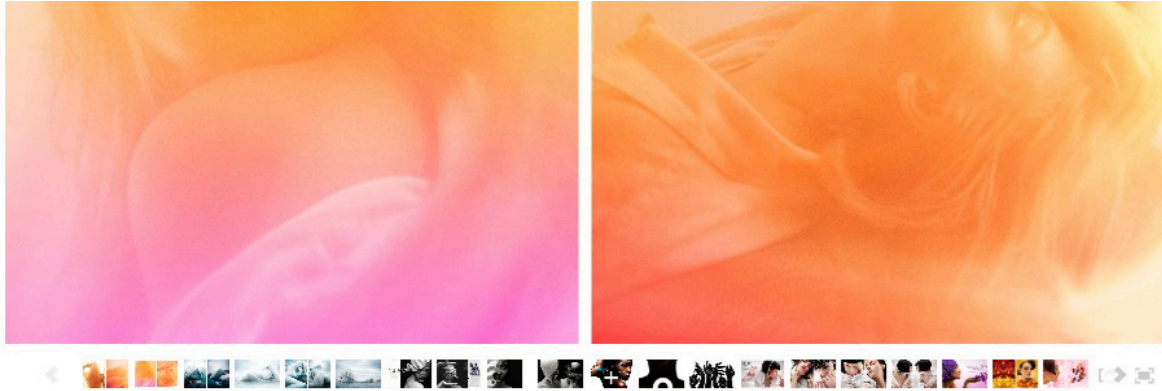
This is a very visual way of navigating a portfolio, and we think, much more appealing than a list of links. A lot of sites use thumbnail navigation that moves, it shifts from left to right depending on where your mouse is, and we wanted to avoid that, as we find them frustrating to use, and we don't want our audience to be frustrated with our site.

Initially we designed the thumbnails to be at 100% opacity normally, then go down to 75% opacity when being rolled over by the mouse. But this proved quite distracting, as the images were competing for the viewers attention on the page.
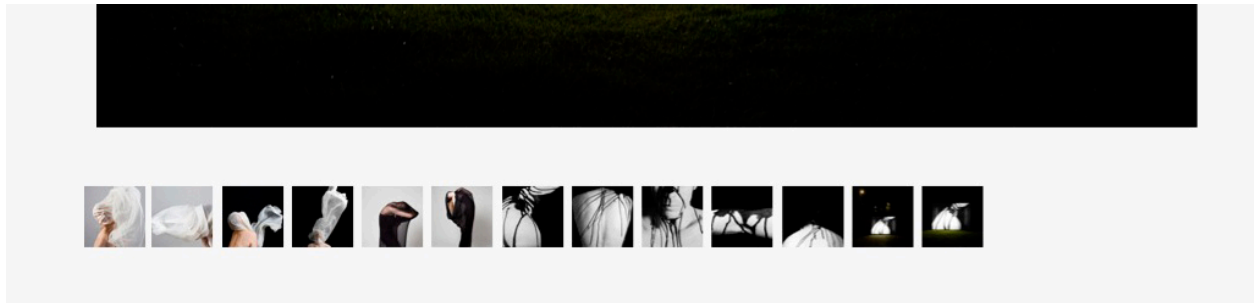
We then changed the normal opacity to 70% and the rollover opacity to 100%. This meant whilst the viewer was looking at the main image they weren't being distrtacted by the smaller images, and they could also get a clear view of the image when they rolled over it.

http://www.vaidaandamy.co.uk/projects.html
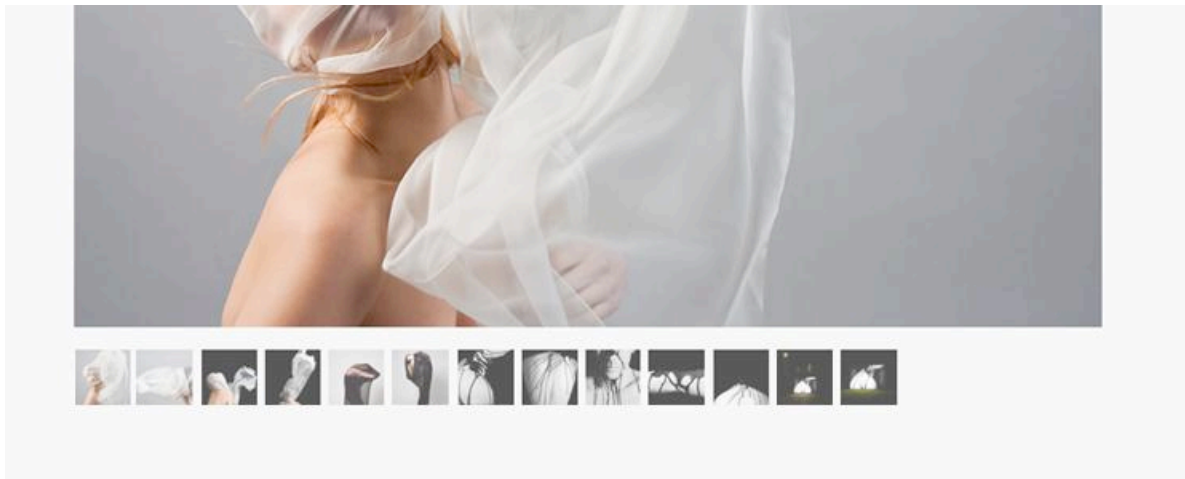
Blog Link:

The "Blog" link is linked with our joint blog http://vaidaandamy.wordpress.com . We thought that by showing the viewers our blog it will help them to understand our collaborative work and will add more value to the images. We can also update our viewers with the latest events, on set images and videos and hopes for future work.
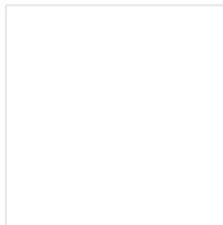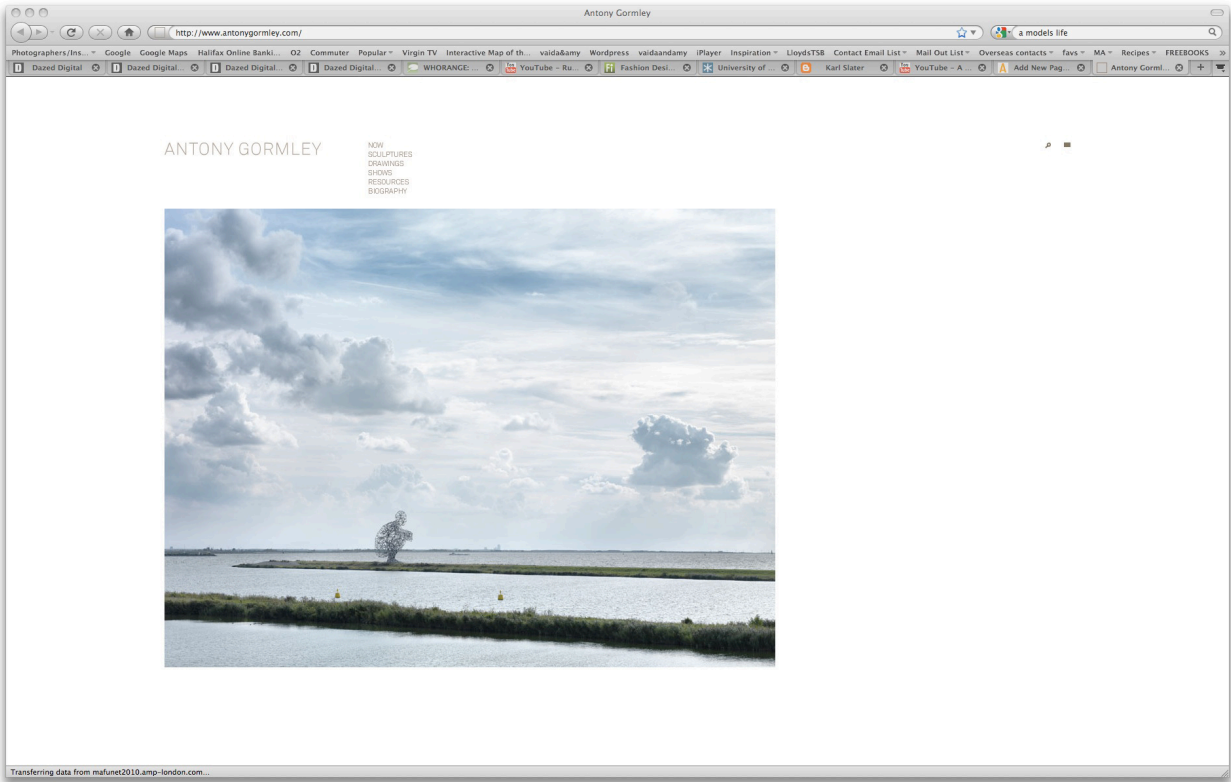
Design and Colour Palette Inspiration:

By looking at other websites we started writing down the key things that we would like to use in creating our website.We both agreed that it is important to keep the design simple and by doing this we allow the focus of the webite to be the images. To be able to present a clear message to your visitors is the core function of a minimal design. Antoine de Saint-Exupery once said, "*Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away*."

We wanted to represent ourselves as a professional and creative team, therefore on our homepage we decided to keep it minimal by simply having a large image accompanied by our logo and navigation menu. We didn't want to over complicate it and detract from our image.

We took inspiration from AntonysGormley web page http://www.antonygormley.com/

Antony Gormley's site makes use of large images, to focus the viewer on his work. As the image is the main focus the logo and navigation, needed to be secondary, and not compete with the images. The warm grey logo is light enough to sit alongside the image without disctracting from it, and the muted red rollover colour clearly lets the viewer know where they are in the website.
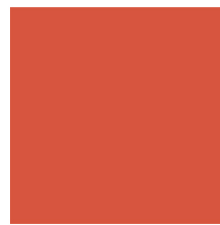
|			
#FFFFFF	#918E85	#918E85	#D7553E
BACKGROUND	**LOGO**	**LINKS**	**ROLLOVER**

We also took inspiration from Michael David Adam's website - www.michaeldavidadams.com

Michael David Adams site, is all about the image. The images take up as much space as possible. This really shows off the quality of the images. To reflect the fact that the image is the main focus, the logo and links are all in neutral shades of grey.

#FFFFFF

BACKGROUND

#909090 / #CACACA

LOGO

#888888

LINKS

#D7553E
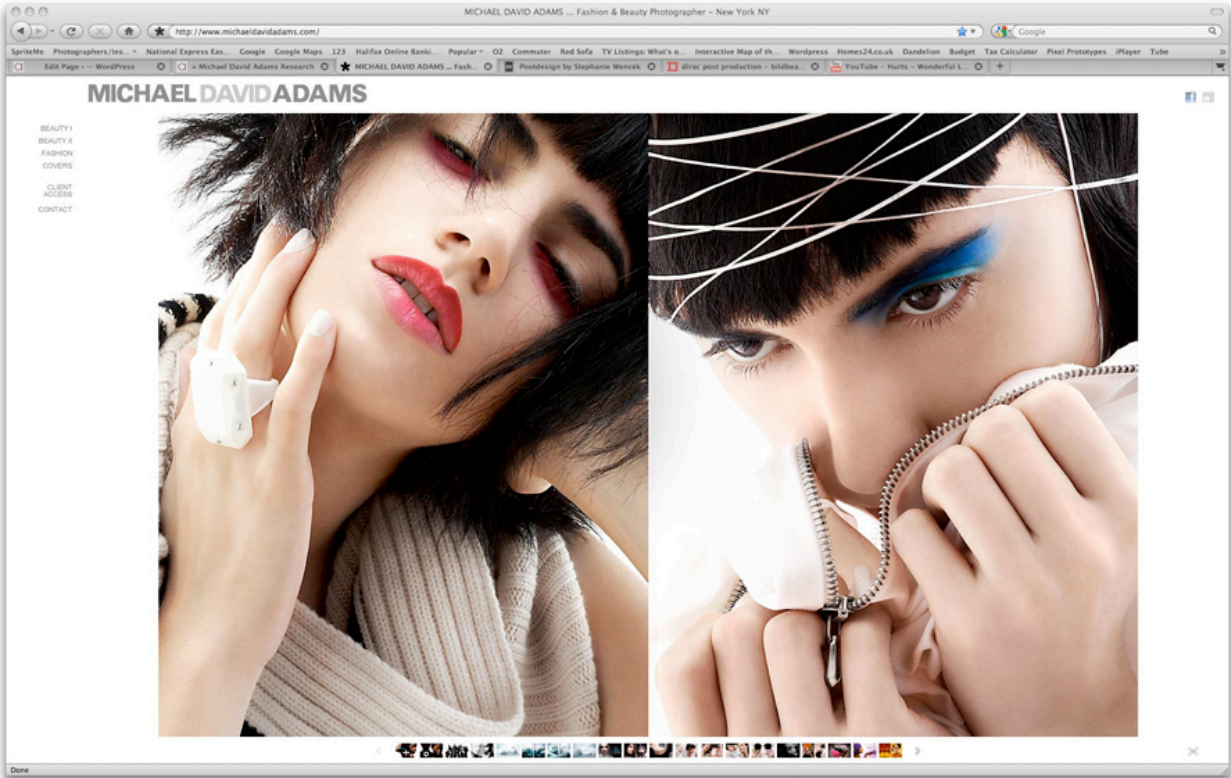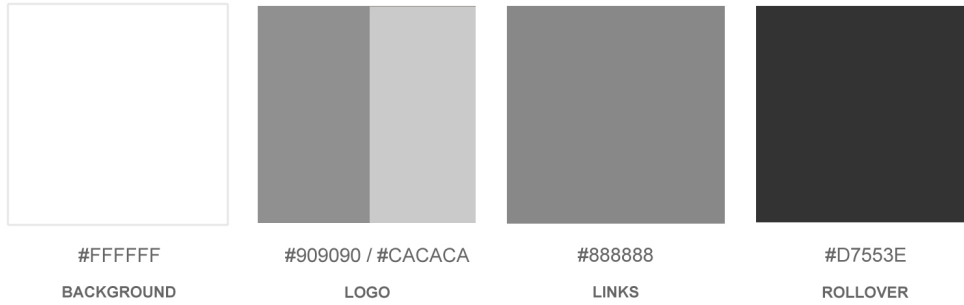
ROLLOVER

This is our final colour palette…

#F8F8F8

BACKGROUND

#A7A7A7

LOGO

#999999

LINKS

#FF9900

ROLLOVER

It uses the same principal as Antony Gormley's colour pallete, slightly differing shades of grey for the logo and links, then a brighter colour for the rollover text so that the viewer can clearly identify where they are in the site.

Working to 100%:

We wanted the home page to feature a large image, and to do that we used percentages in the HTML and the CSS to create a scalable image. Below in a snippet of code that Amy wrote to enable the image to use the maximum available space in the viewers web browser. We really feel this has added a professional touch to the home page, and it enables us to ensure that our image is being shown as big as possible without loosing any quality or distorting.

```
1   <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
    "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2   <html xmlns="http://www.w3.org/1999/xhtml">
3   <head>
4   <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
5   <title>vaida&amp;amy</title>
6
7   <style type="text/css">
8
9   body {
10  vertical-align:middle;
11      text-align:left;
12      background-color:#f8f8f8;
13      margin: 0;
14      padding: 0;
15      width: 100%;
16      overflow:hidden;
17  }
18
19  #header {
20      position: absolute;
21      text-align:left;
22      width: 100%;
23      left: 0px;
24      z-index: 20;
25  }
26
27
28
29  #content {
30      position: absolute;
31      text-align:left;
32      max-width: 100%;
33      max-height: 100%;
34      right: 20px;
35      bottom: 20px;
36      top:120px;
37      left:60px;
38      }
39
40  #content img {
41      text-align:center;
42      max-height: 100%;
43      max-width:  100%;
44
```

Context

http://www.ericryananderson.com/

http://www.marknewton.com/fashion/

http://www.michaeldavidadams.com/

http://www.antonygormley.com/