

Interactive Media Production - Technology

Context and Theory Essay

Website one:

[We help build meaningful brands through design. \(steve wolf.co\)](http://www.stevewolf.co)

The first website that I thought was an amazing example was Steve Wolf Designs' website, this website is a way for the owners - Steve and Danielle Wolf to advertise their graphic design. It's aimed to draw in other companies looking for any logos, branding and packaging they might need.

Content and Interactivity



The main page of the website includes a collection of clickable images, which are images of the art that Steve Wolf Design's have commissioned for each company. For example on the left you can see the branding that they have created for the City of Marysville. IF you click on that image it takes you to a page explaining the commission, the work they did and the old logo vs the new one.

The page is easy to use as the interactivity and content is very simple, for example the way the images have the links embedded, it's clear that if you click on that image you will get more information on that specific commission. The commissions being on the main page is important as it's quick to the point and it quickly shows off the company's work to the user.

Functionality

The functionality of this website flows smoothly and is easy to follow, for example the main page having the commissions, and the drop down menu at the top. The navigation of the website is really what makes it for me, it's easy to find what you want on the website; if I were a company wanting a logo, the website clearly directs me on how I would go about ordering a commission. This works really well other than the fact that you would assume to get a commission you would go to the 'shop' menu but rather you click on contact and easily fill out a form and they'll get in touch with you for further information.

Design and Layout

The layout of the homepage of this website is initially what made me so drawn to the page. The way that the pictures are all laid out almost in a collage format makes it simple yet easy to use. I think the design theory 'form follows function' has played a large part in the design process of this website, prioritising the functionality and navigation of the website rather than the way it looks alone.

Another design theory that I think works really well in this website is C.R.A.P - Contrast, Repetition, Alignment and Proximity. I really like the way the pages you get to after clicking on one of the images are all laid out the same, has an effect on the user, having the repetition between the pages which

makes navigation flow so much smoother. On the main page - back to the commissions, the way that the company has laid out their images, having some larger images and some a little smaller, I think is dependent on the size and price of the commission as well as the popularity of the brand. For example a more popular brand, paying a higher price and getting more from the company will have a larger display on the home page compared to a small business brand, paying a smaller fee and just getting their initial logo created.

Summary

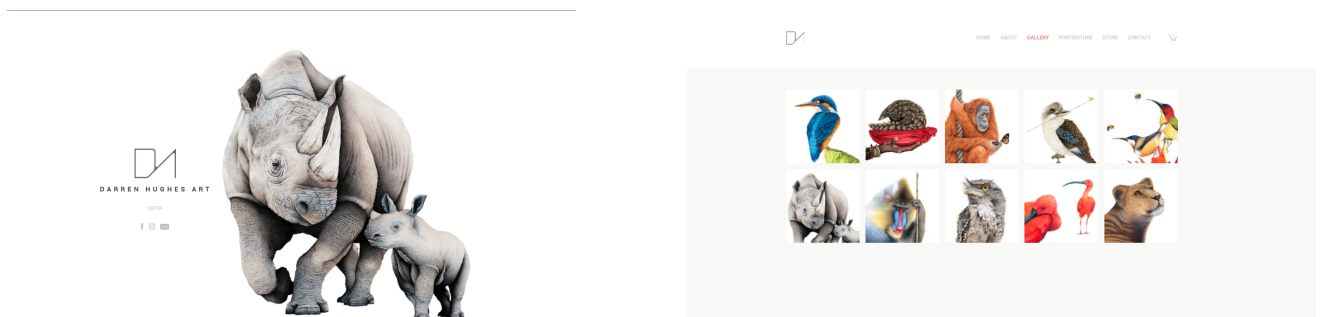
In conclusion this website has great navigation between the pages as well as making the website inviting using the design theory C.R.A.P. This site has inspired me to change my home screen to a much more aesthetically pleasing yet functional one, placing screenshots from my different videos / demo's and then those images taking you to a separate page in my website containing the pre-production, production and post production information for that chosen project.

Website two:

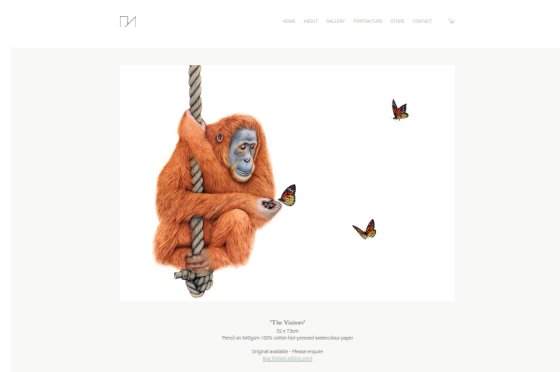
<https://www.darrenhughesart.com>

The second website that I have chosen to analyse is a portfolio website for artist Darren Hughes, it's a hub for where he can demonstrate his talent for future commissions as well as other buyers looking to buy artwork for their home. Darren's main focus is using pastel pencils and forming realism artworks of animals.

Content and Interactivity



When you initially click on the link to this website it brings you to a welcome page, which what I assume to be the artwork the artist is most proud of, next to the art there is a small button with the word 'ENTER' and 3 different social media links, once you click on 'ENTER' it takes you straight to his gallery, where you can see all of his previous artwork. When you hover over one of the pieces the title of the work appears, as well as the option to like and share it. If you then proceed to click on that art a page like this will appear. It shares the Name, size and the medium used to create the piece, as well as a link to where you can buy the original piece.



As well as this, there is also a page where you can commission your own pet portraiture, you simply click the heading 'portraiture' in the horizontal menu and it takes you to a very wordy information page about how to order and what takes place within your order. The way you would make a commission is found at the bottom of that page or along the menu at the top which is under 'CONTACT' or 'CONTACT ME', you then fill out a simple form from there Darren will reply with an email about your commission. Another thing to mention is that when you first initially click on that 'ENTER' button a pop up with an offer of 15% off if you sign up to future emails comes up.

Functionality

The functionality of this website flows smoothly, with it being a simple layout and easy to navigate design. One thing that I'm personally not a fan of is the welcome page, it may be a good way of him showing off his best work but I think it would be annoying for a potential customer as you would just want to get to the gallery and the shop section of the website without having to go through two pop ups first, and as a buyer that would put me off. Other than that I think this website shows easy to use functionality, where it's clear what you are clicking on and where it would take you. Some would argue one other exception would be under the 'PORTRAITURE' menu, it doesn't actually take you to the page where you would order a commission, just information about them, so one change I would make is also adding the ability to to contact them on the same page rather than having to click another button to get to another page, where you then end up having to go through 3/4 useless pages / pop ups.

Design and Layout

The design of this website is what I prefer the most, it's simple, easy to read, and overall a well designed website. I would say it shows examples of the design theory 'Form Follows Function' as the website is relatively simple to navigate but still looks the part. For example the gallery page, although this page could do with a little resizing - making the images of the art a little bigger to fill up more of the screen and see them in more detail, It's clear to see the different pieces Darren Hughes has created, which in reality is what the user is most likely going to be searching for. Now for this website I think it could do with a little help from the design theory C.R.A.P - as stated in the previous website, stands for Contrast, Repetition, Alignment and Proximity. I would say this website is a good example of a portfolio website in theory but when it comes down to things like the sizing and alignment it could definitely be improved. Like I said, the sizing of the gallery art needs to be increased, and I think a little more information is needed on each page. There's not much repetition between the pages, for example the 'PORTRAITURE' page is long and a lot of information on the page could be put in the 'ABOUT' menu and would make a little more sense, and the about page is laid out completely differently but both pages are marketing the information so in theory should be similar. Not only this but the proximity of this website isn't the best - being the commissions page is in a completely different place to where you read about the commissions.

Summary

Initially I thought this website was a good example of design theories and a great example of a portfolio website, but after further analysis, I've changed my mind in the sense that this website needs a lot of work done and is definitely not at its optimum. Even so, I might take features from this website such as the contact page with the form, to make it easier for the users of my website to contact me about my work.