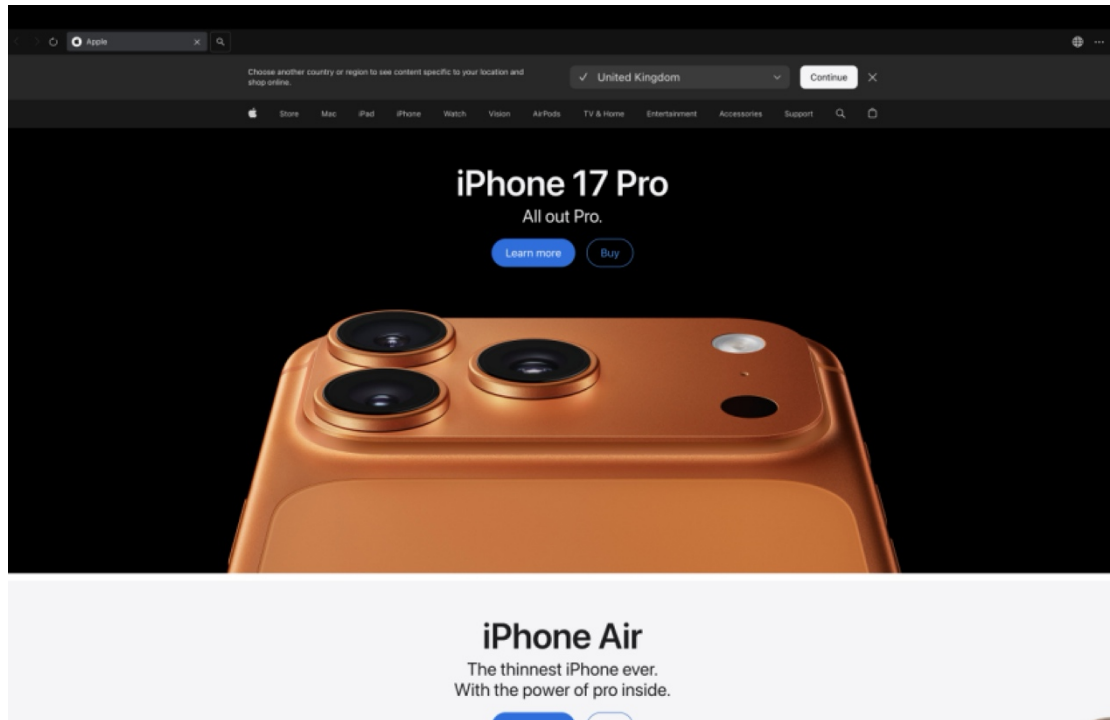


GOOD WEBSITE

[1]

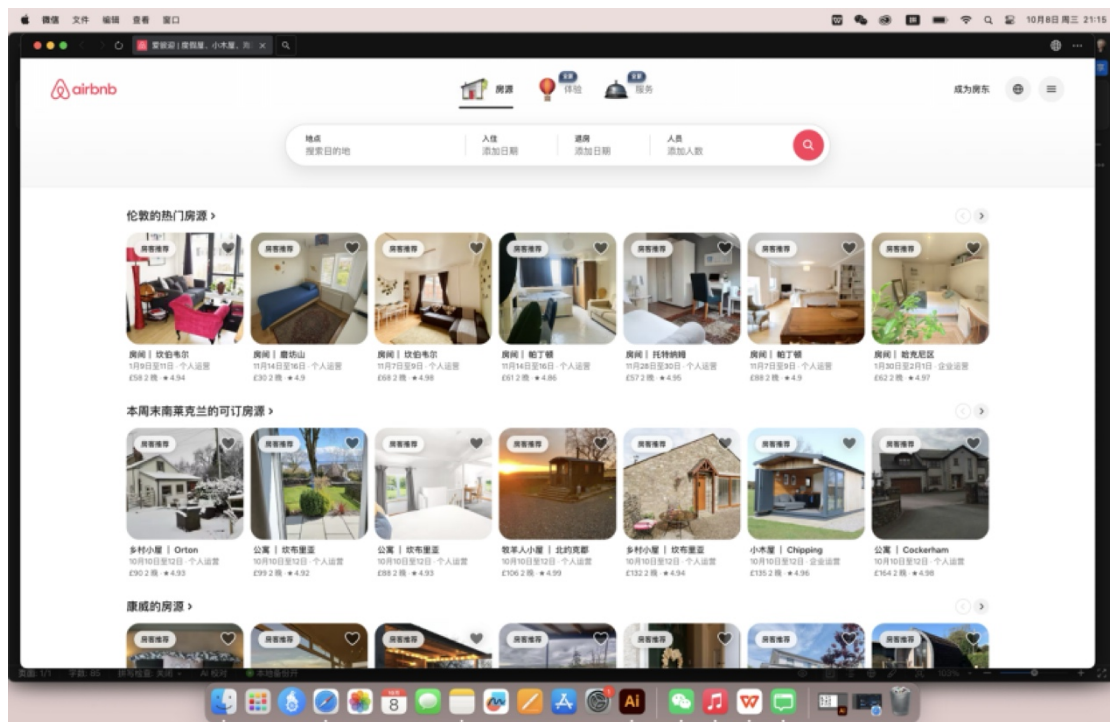


Apple

· Link: <https://www.apple.com/>

Why it's Good:

- Minimalist & Clean: The design is uncluttered, putting the focus entirely on the products.
- High-Quality Visuals: Stunning product photography and videos speak louder than text.
- Intuitive Navigation: The menu is simple and predictable. Users always know how to find more information.
- Clear Call-to-Action (CTA): Buttons like "Buy" or "Learn more" are prominent and clear.
- Excellent Typography and Spacing: The use of white space and a consistent font hierarchy makes the content easy to read and visually pleasing.



Airbnb

· Link: <https://www.airbnb.com/>

Why it's Good:

- User-Centered Design: The entire experience is built around the user's primary goal: finding a place to stay. The search bar is the hero of the page.
- Effective Use of Filters: The filtering system is powerful yet easy to use, allowing users to narrow down millions of listings effortlessly.
- Trust Elements: User reviews, host verification, and clear, high-quality photos build trust immediately.
- Simple and Persuasive Copy: Text like "Find your next getaway" is inviting and action-oriented.

Dropbox for professionals

Products Solutions Enterprise Pricing

Contact sales Get app Sign up Log in Get started

Go from idea to done with Dropbox

Store and share files. Sign and send documents. All with Dropbox.

☐ Billed monthly ☒ Billed yearly

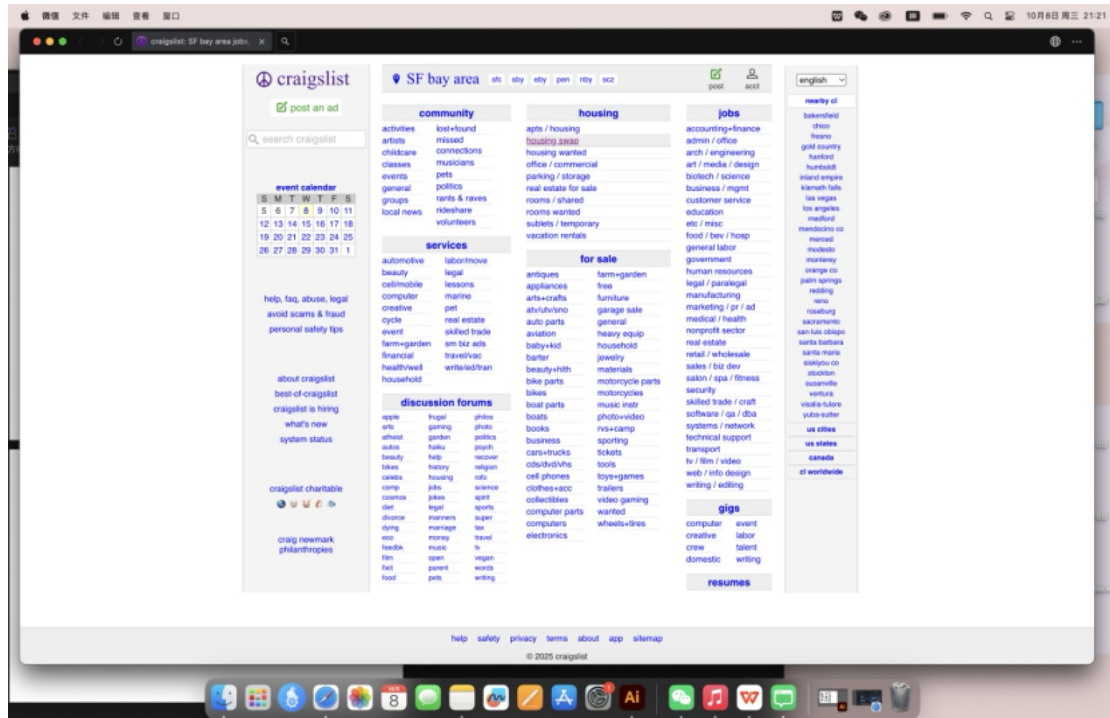
For professionals	For teams	For companies	for large organisations
Professional £16.58/month Buy now → or try for free →	Standard £12/user/month Buy now → or try for free →	Advanced £18/user/month Buy now → or try for free →	Enterprise Contact sales for pricing Contact us →
1 user 3 TB of storage - Stay connected across all devices 180 days to restore deleted files - Transfer files up to 100 GB - Edit PDFs and get signatures - Brand your files to share - Password protect files	3+ users 5 TB of storage for the team - Stay connected across all devices 180 days to restore deleted files - Transfer files up to 100 GB - Edit PDFs and get signatures - Brand your files to share - Password protect files - Get team folders for organisation - Manage team sharing - Create groups and roles	3+ users - Starts at 15 TB for the team - Stay connected across all devices 1 year to restore deleted files - Transfer files up to 100 GB - Edit PDFs and get signatures - Brand your files to share - Password protect files - Get team folders for organisation - Manage team sharing - Create groups and roles	- Customise number of users - Customise storage - Transfer up to 250 GB - Enterprise-grade security - Integrations with best in-class security solutions - Live support from dedicated experts

Dropbox (for Business)

· Link: <https://www.dropbox.com/business>

Why it's Good:

- Clear Value Proposition: Immediately explains what the product does and who it's for ("Secure file sharing, collaboration, and storage for your business").
- Benefit-Oriented: Instead of just listing features, it focuses on the benefits for the user (e.g., "Keep your team and clients in the loop").
- Consistent Branding: The use of color, illustration, and typography is consistent and modern, creating a strong brand identity.
- Straightforward CTAs: Buttons like "Try for free" and "Contact sales" are clear paths for different types of visitors.

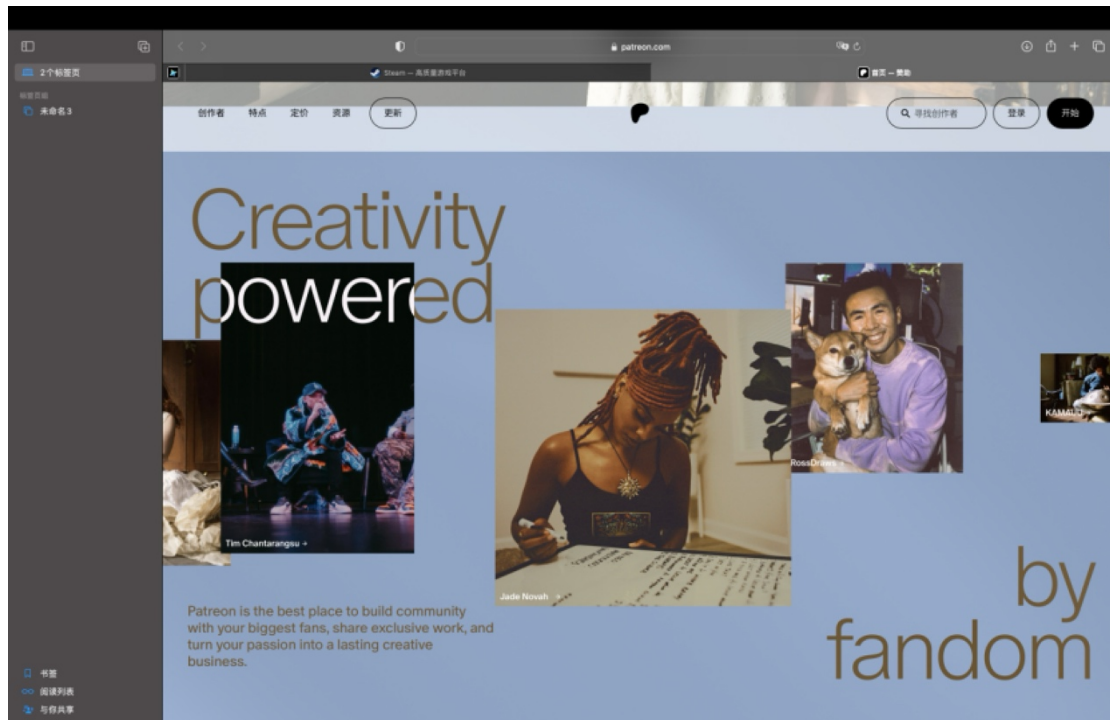


Craigslist

- Link: <https://sfbay.craigslist.org/>

Why it's Good (from a UX perspective):

- **Extremely Functional:** It serves one purpose perfectly: connecting buyers and sellers. There is zero fluff.
- **Incredibly Fast:** The lack of heavy images, videos, and complex scripts makes it load almost instantly.
- **Universally Understood:** The simple, text-based link interface is easy for anyone to use, regardless of age or tech-savviness.
- **This is a lesson in prioritizing function over form.** While it's not "beautiful," its usability for its specific purpose is exceptional.

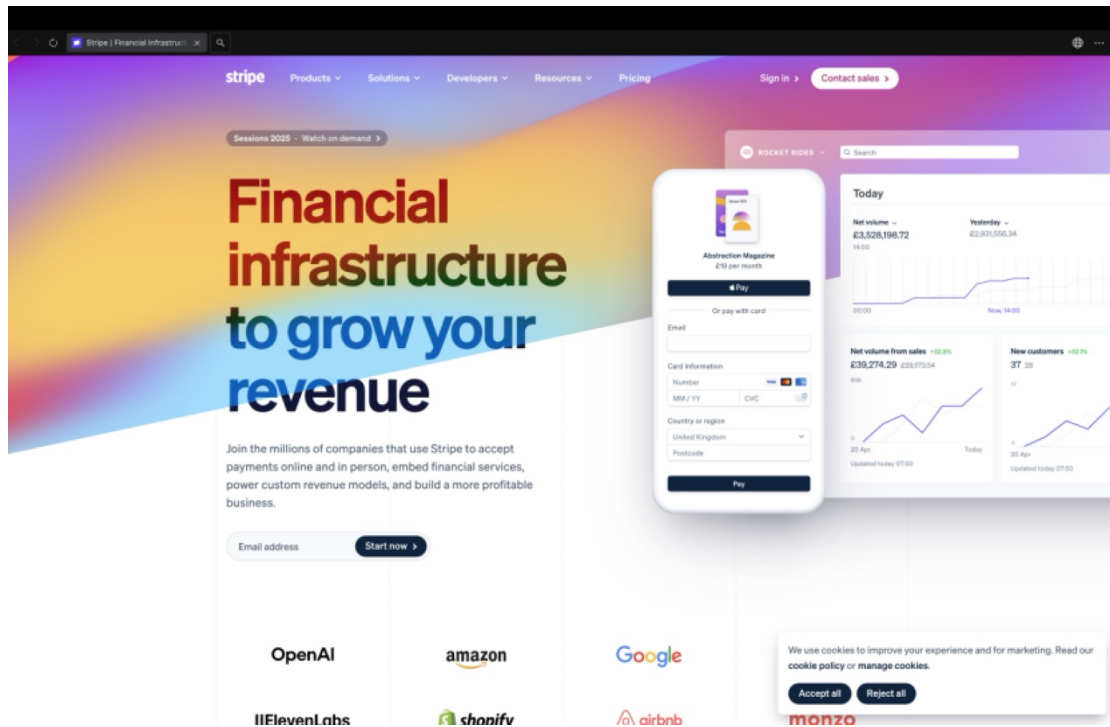


Patreon

· Link: <https://www.patreon.com/>

Why it's Good:

- **Compelling Storytelling:** The homepage uses video and creator stories to emotionally connect with visitors and explain the platform's value.
- **Clear for Two Audiences:** It effectively speaks to both creators (showing them how to get paid) and fans (showing them how to support creators).
- **Social Proof:** Featuring well-known creators builds credibility and attracts their audiences to the site.
- **Visual Hierarchy:** Important elements like the "Become a Patron" or "Create on Patreon" buttons are visually distinct and easy to find.

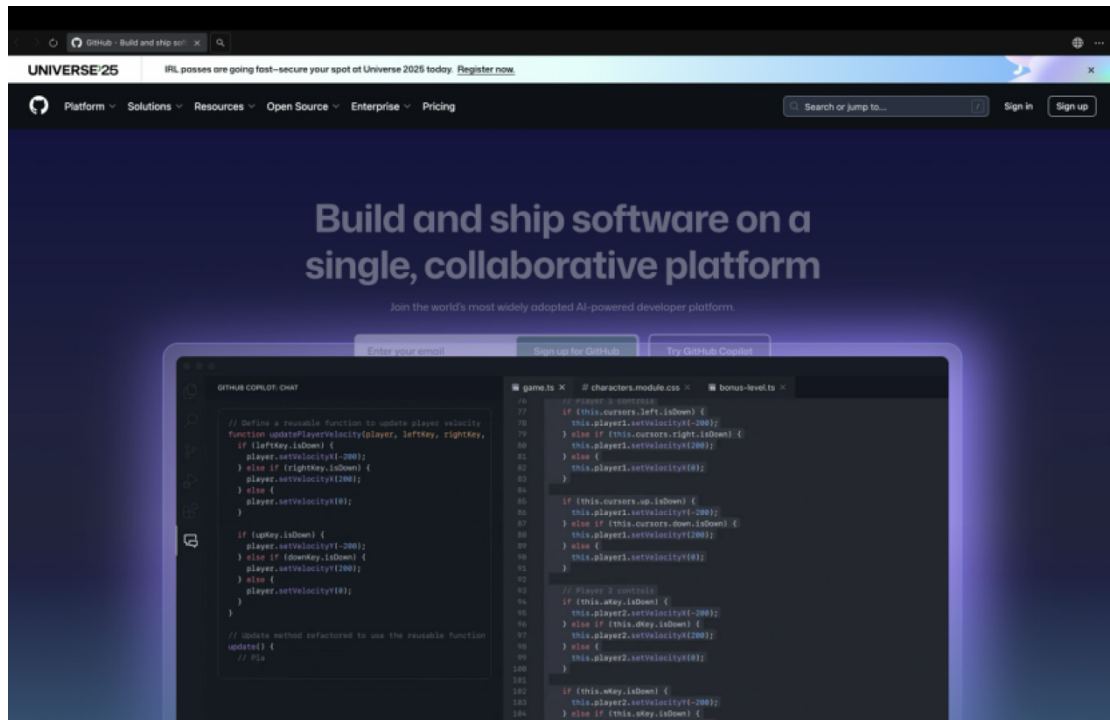


Stripe

· Link: <https://stripe.com>

Why it's Good:

- Beautiful and Functional Design: Stripe masterfully combines aesthetic appeal with clear communication of its complex product (payment processing for developers).
- Strategic Animation: Subtle, purposeful animations guide the user's attention and demonstrate features without being distracting.
- Excellent Documentation: For its primary audience (developers), the API documentation is exceptionally well-organized, readable, and easy to navigate.
- Clear Value Proposition: It immediately explains its purpose with compelling copy and visual cues.

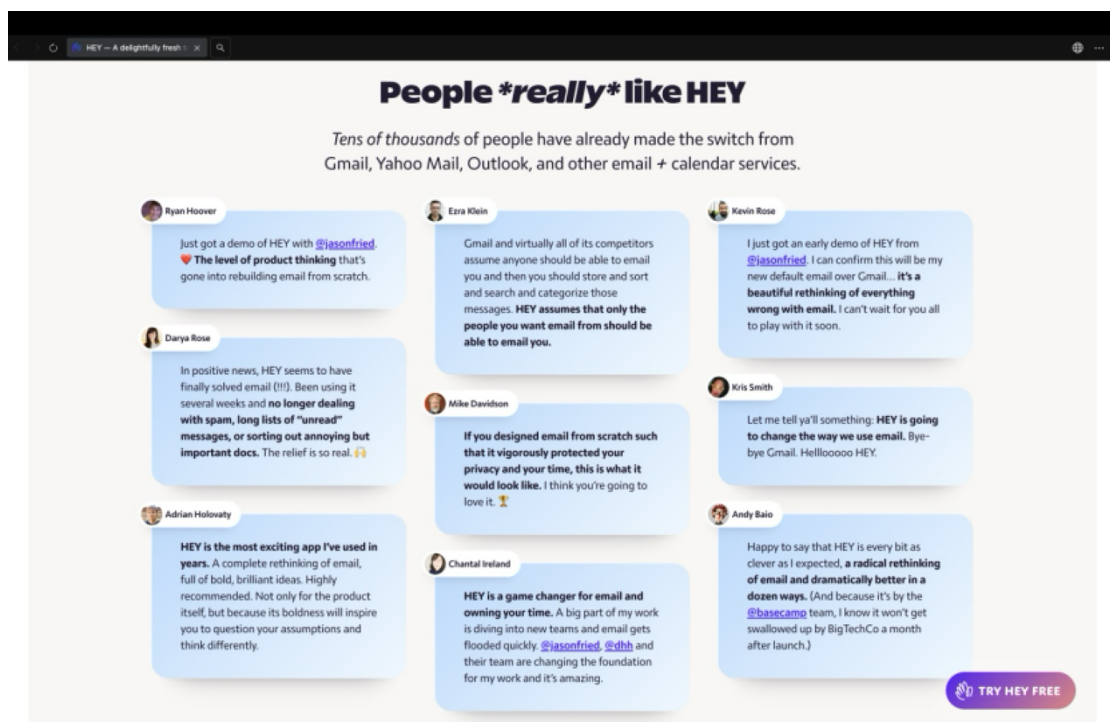
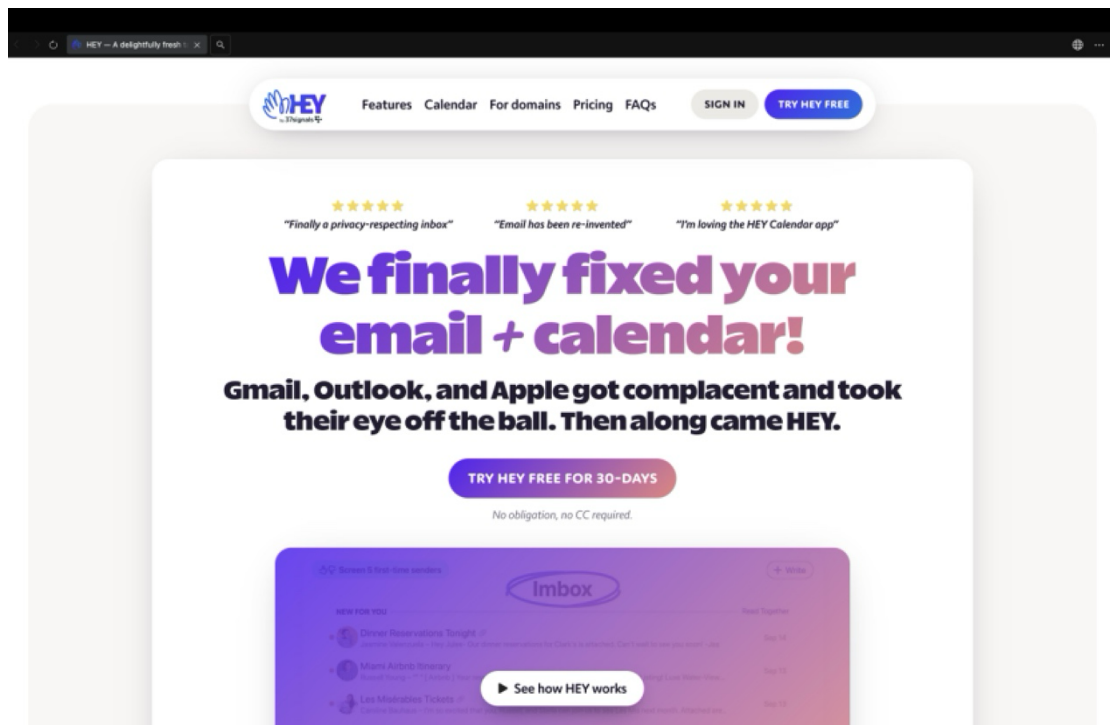


GitHub

· Link: <https://github.com>

Why it's Good:

- **Utilitarian and Efficient:** The interface is designed for productivity. While not overly "flashy," it is incredibly functional for its user base of developers.
- **Powerful Search and Navigation:** Finding repositories, code, and users is fast and intuitive, which is critical for its purpose.
- **Strong Community Features:** Features like pull requests, issues, and discussions are seamlessly integrated, fostering collaboration.
- **Dark Mode:** It offers a well-executed, easy-on-the-eyes dark mode, which is highly appreciated by its users.



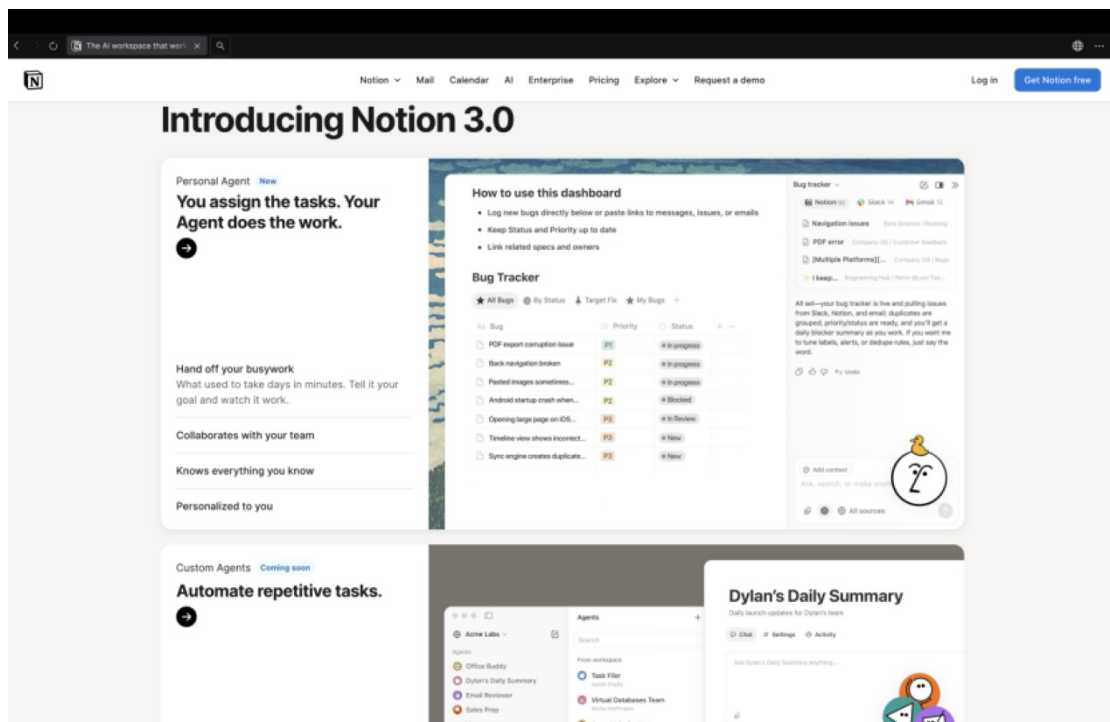
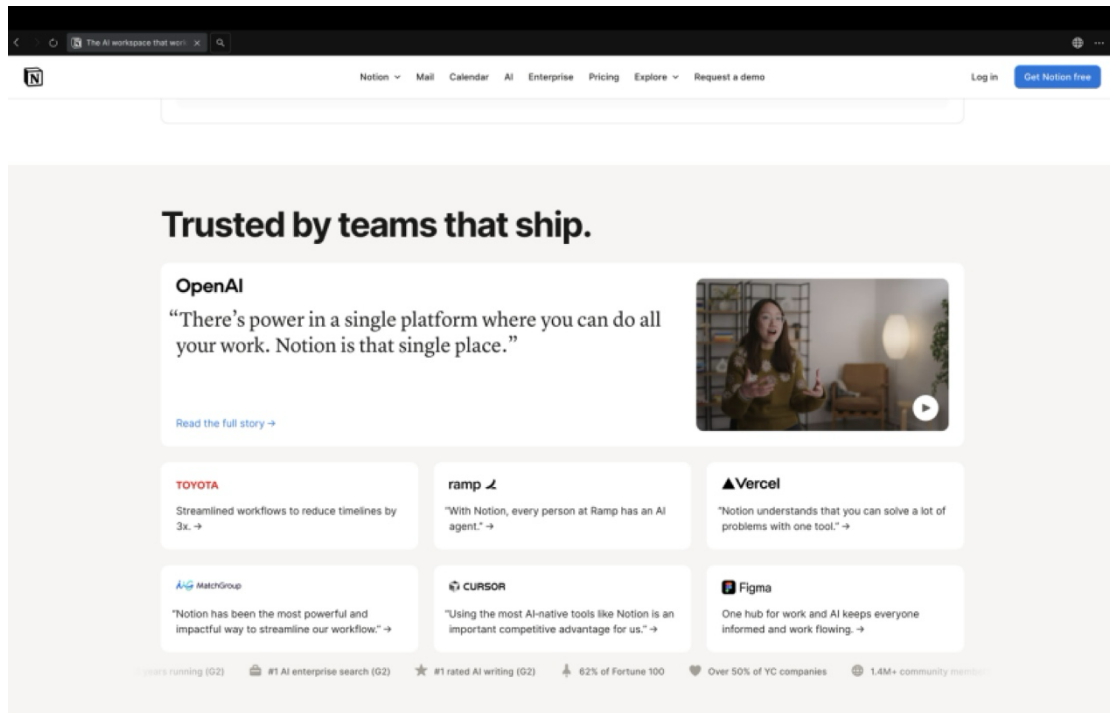
Hey.com

· Link: <https://hey.com>

Why it's Good:

· **Bold and Opinionated Design:** The website breaks many conventional rules (like a fixed scroll) but does so with a clear purpose and flawless execution, creating a memorable experience.

- Compelling Storytelling: It doesn't just list features; it tells a story about the problems with modern email and presents itself as the solution.
- High-Quality Interaction: Every animation and micro-interaction feels deliberate, polished, and satisfying.
- Clarity and Confidence: The messaging is direct, confident, and leaves no doubt about what the product is and who it's for.



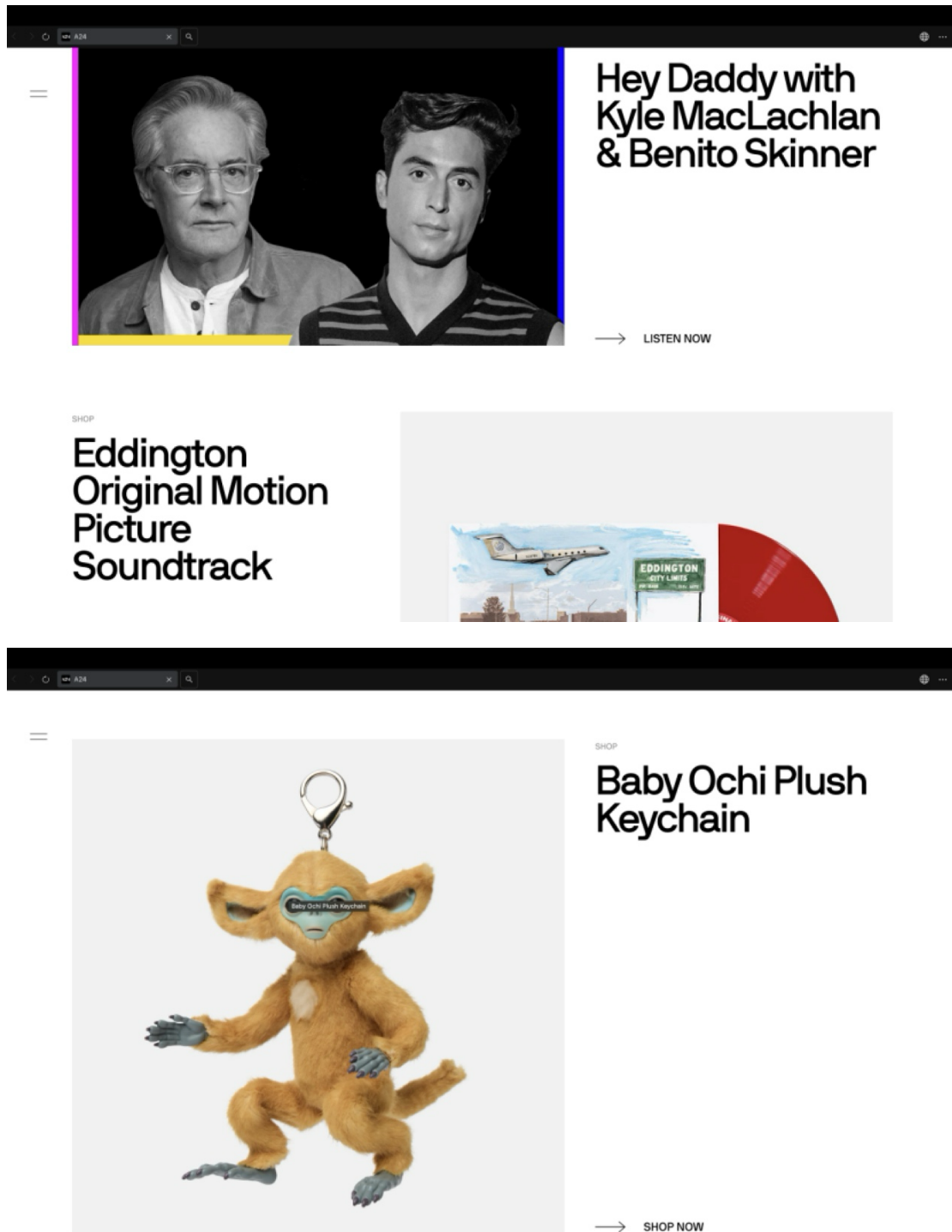
Notion

· Link: <https://www.notion.so>

Why it's Good:

· Simplicity in Complexity: It manages to present a incredibly powerful and flexible tool with a simple, clean, and approachable interface.

- Effective Use of Templates: Showcasing templates immediately demonstrates the product's value and helps users get started quickly.
- Persuasive Copy: The language is benefit-driven ("Write, plan, & get organized") rather than just feature-focused.
- Cohesive Branding: The use of color, typography, and imagery is consistent across the entire site, building a strong, trustworthy brand identity.



A24 Films

· Link: <https://a24films.com>

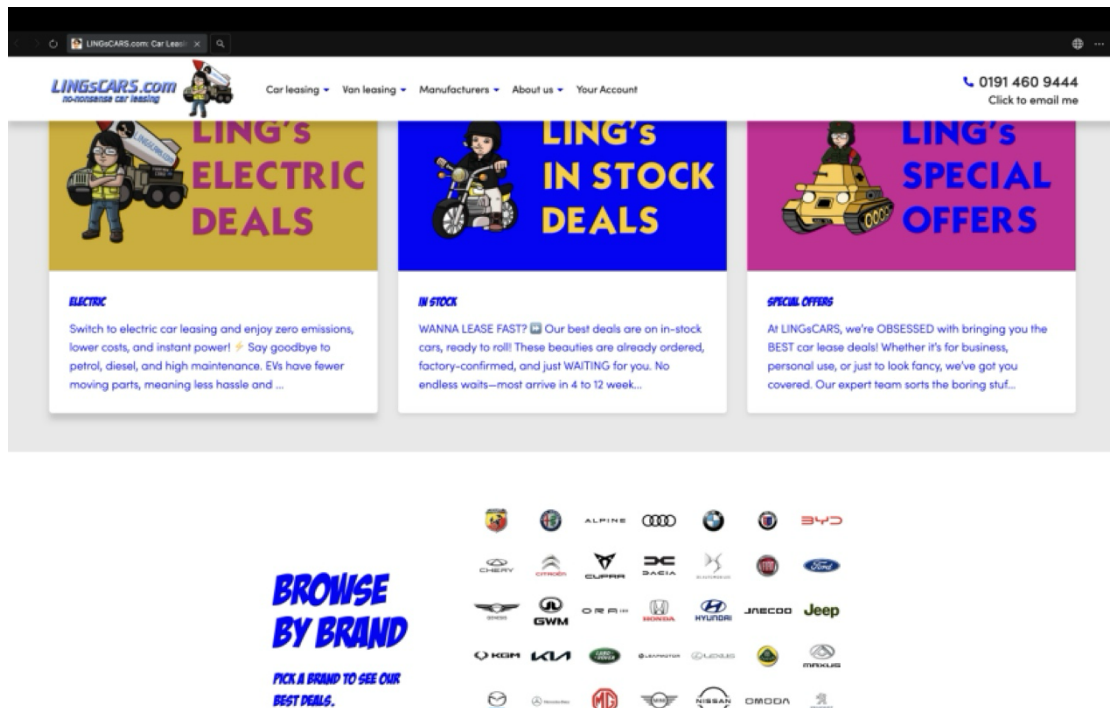
Why it's Good:

· Atmospheric and Evocative: The website perfectly reflects the brand's identity of being a curator of unique, artistic films. It feels more like an art gallery than a corporate site.

- Minimalist Navigation: The simple, grid-based layout puts the focus entirely on their filmography, which is their core product.
- Strong Visual Storytelling: It uses striking imagery and minimal text to create intrigue and a distinct mood, compelling visitors to explore their work.
- Audience-Specific: It's designed for film enthusiasts who appreciate discovery and aesthetic, making it highly effective for its target market.

BAD WEBSITE

[1]

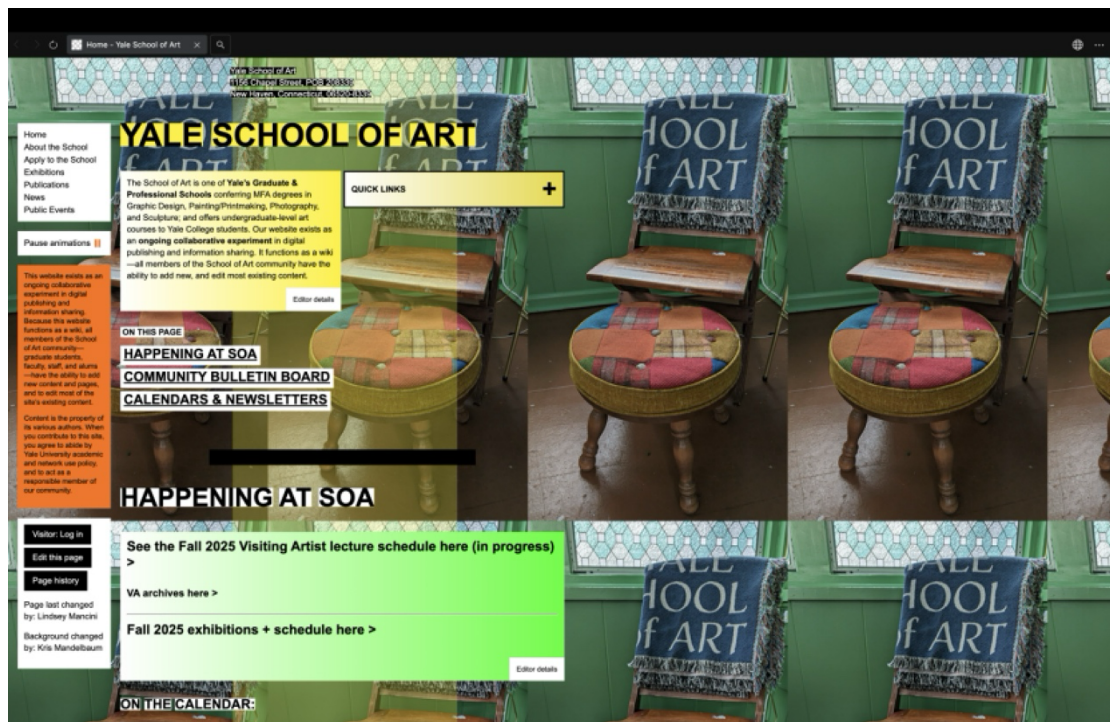


LingsCars

· Link: <https://www.lingscars.com/>

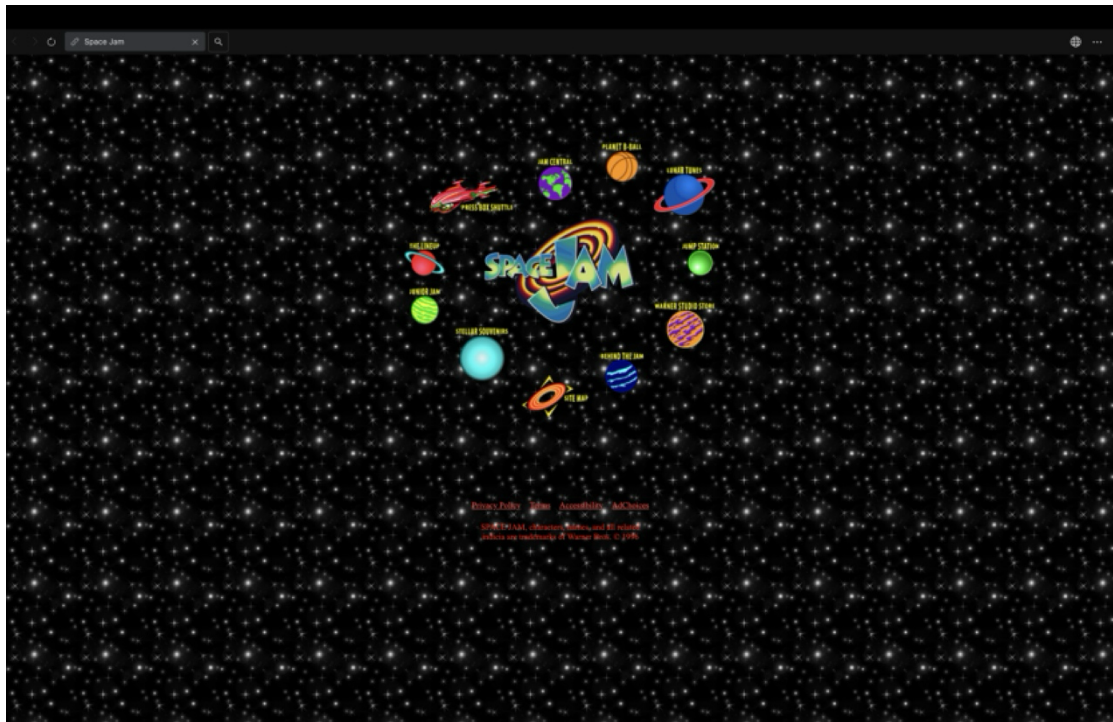
Why it's Bad (Intentionally?):

- Sensory Assault: The website uses animated GIFs, blinding colors, flashing text, and auto-playing sounds simultaneously. It's overwhelming and unprofessional.
- Unconventional Navigation: While it has a unique "personality," the navigation is confusing and non-standard, making it hard to use.
- Cluttered Layout: There is no clear focal point. Every element fights for your attention, leading to user fatigue.
- Despite its commercial success (which some attribute to its memorability), it violates almost every core principle of good web design and usability.



Yale School of Art

- Link: <https://www.art.yale.edu/>
- Why it's Bad:
 - Purposefully "Anti-Design": The site is a chaotic, self-edited wiki. While it may be an artistic statement from an art school, it fails at its core function: providing clear information to prospective students, faculty, and the public.
 - Extremely Poor Usability: Finding specific information like application deadlines or course descriptions is a frustrating treasure hunt.
 - Lack of Visual Hierarchy: The use of multiple background colors, overlapping text, and inconsistent formatting makes the content very difficult to read and parse.
 - It's a lesson that while creativity is important, it should not come at the cost of basic usability and accessibility.



Space Jam (1996) - The Archived Site

· Link: <https://www.spacejam.com/1996/>

Why it's Bad (by today's standards):

- **Extremely Dated:** This is a perfect time capsule of 1990s web design. It features a tiled background, low-resolution graphics, a visitor counter, and a heavy reliance on tables for layout.
- **Poor Layout and Load Times:** The layout is rigid and not responsive (it breaks on mobile devices). The images, though small by today's standards, were considered heavy back then.
- **It's a fantastic historical example of how far web design and technology have come.** It highlights the importance of modern standards like responsive design and fast loading times.



Penny Juice (A classic example in web design circles)

· Link: <https://www.pennyjuice.com/>

Why it's Bad:

- Outdated Aesthetic: The design looks like it was made in the early 2000s and never updated. It uses basic clip-art-style graphics, poor color combinations, and outdated fonts.
- Poor Quality Images: The product images are low-resolution and unappealing, which does not help sell the product.
- Weak Information Architecture: The navigation is simple but the content layout is bland and fails to create an engaging or trustworthy brand experience.
- It demonstrates how a dated website can harm a company's credibility, even if the product itself is fine.

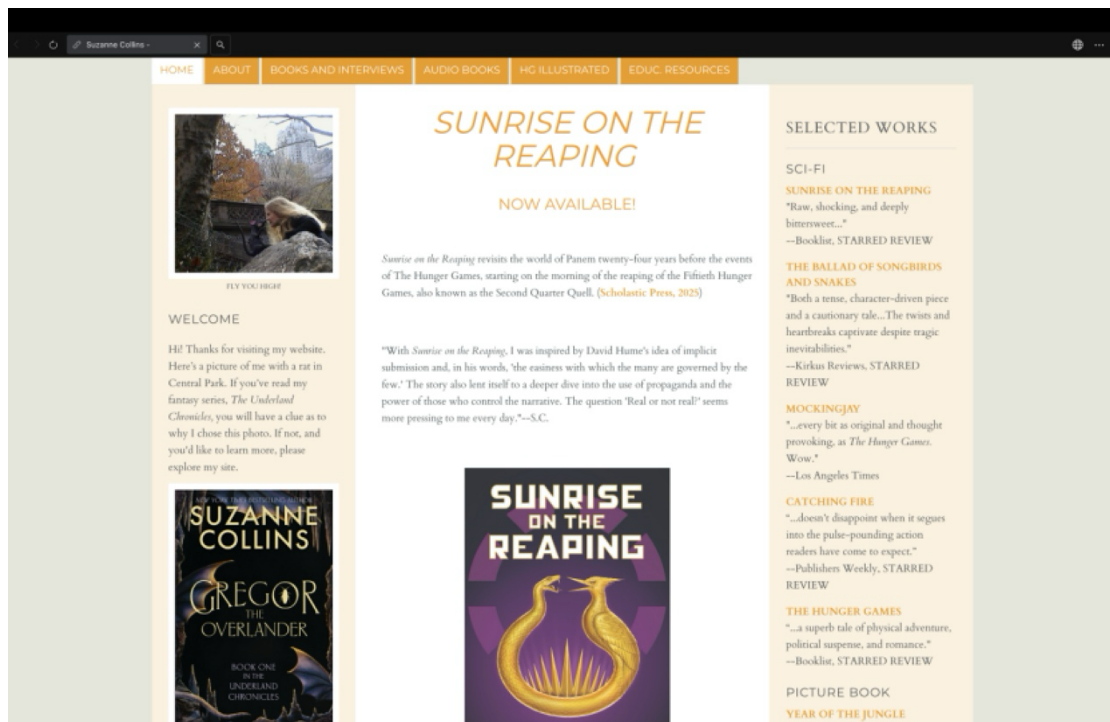


1999 The World Trade Organization

· Link: <http://www.gatt.org/>

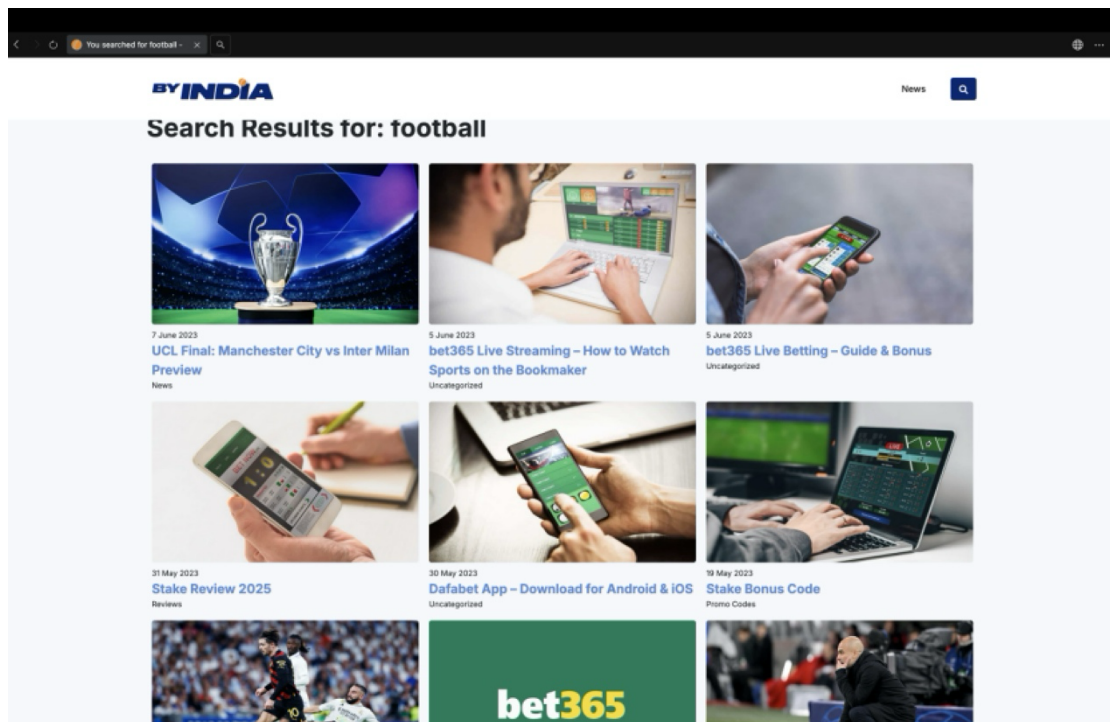
· Why it's Bad:

- Blatant Deception: The site is designed to look like an official WTO page to spread misinformation, demonstrating how bad design can be used for malicious purposes.
- Extreme Clutter and Poor Typography: An overwhelming amount of text in various sizes, colors, and fonts, making it intentionally difficult to read and trust.
- Broken Layouts and Blinking Text: Uses every possible bad design trope from the 90s to create a chaotic and unusable experience.
- It's a masterclass in how to use poor design to undermine credibility and confuse users.



Suzanne Collins (Author of The Hunger Games)

- Link: <http://www.suzannecollinsbooks.com/>
- Why it's Bad:
 - Extremely Outdated and Neglected: The site looks like it was built in the early 2000s and never updated, which is shocking for the website of a world-famous author.
 - Poor Mobile Experience: The site is not responsive and is very difficult to use on a smartphone.
 - Lack of Essential Information: It provides minimal information and fails to capitalize on the massive success of the franchise, missing opportunities for engagement.
 - It shows how a poor web presence can make even a hugely successful entity feel disconnected and unprofessional.



The Time Cube

· Link: <https://www.timecube.com/>

· Why it's Bad:

· Complete Lack of Visual Hierarchy: The entire page is a wall of text in a single font size and style, with random words capitalized or colored for emphasis, making it utterly unreadable.

· Incoherent Structure: There is no logical flow or organization to the content. It's a chaotic stream of consciousness.

· Hostile User Experience: The design is actively hostile to the reader, using aggressive language and a layout that discourages any attempt to understand the content.

· It is perhaps the ultimate example of a website that completely fails at its most basic job: to communicate a message clearly.



Pacific Northwest X-Ray Inc.

· Link: <https://www.pnwx.com/>

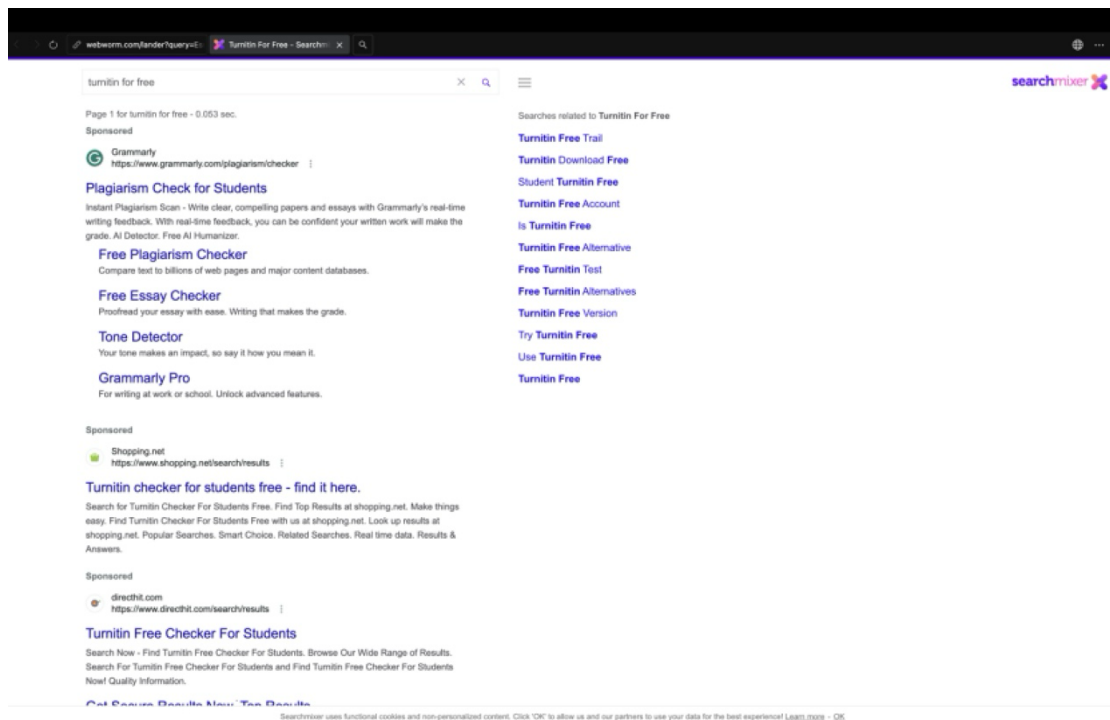
· Why it's Bad:

· Extreme Information Density: The homepage is a massive, unstructured list of links and images, similar to Arngren, causing immediate cognitive overload.

· Unprofessional Aesthetic: The use of outdated graphics, poor color choices, and a complete lack of modern layout principles (like CSS grid/flexbox) makes it look untrustworthy.

· Terrible Navigation: Finding a specific product is a test of patience, as there is no clear categorization or search-driven approach.

· It demonstrates that even for a B2B company, a neglected website can severely damage professional credibility and usability.

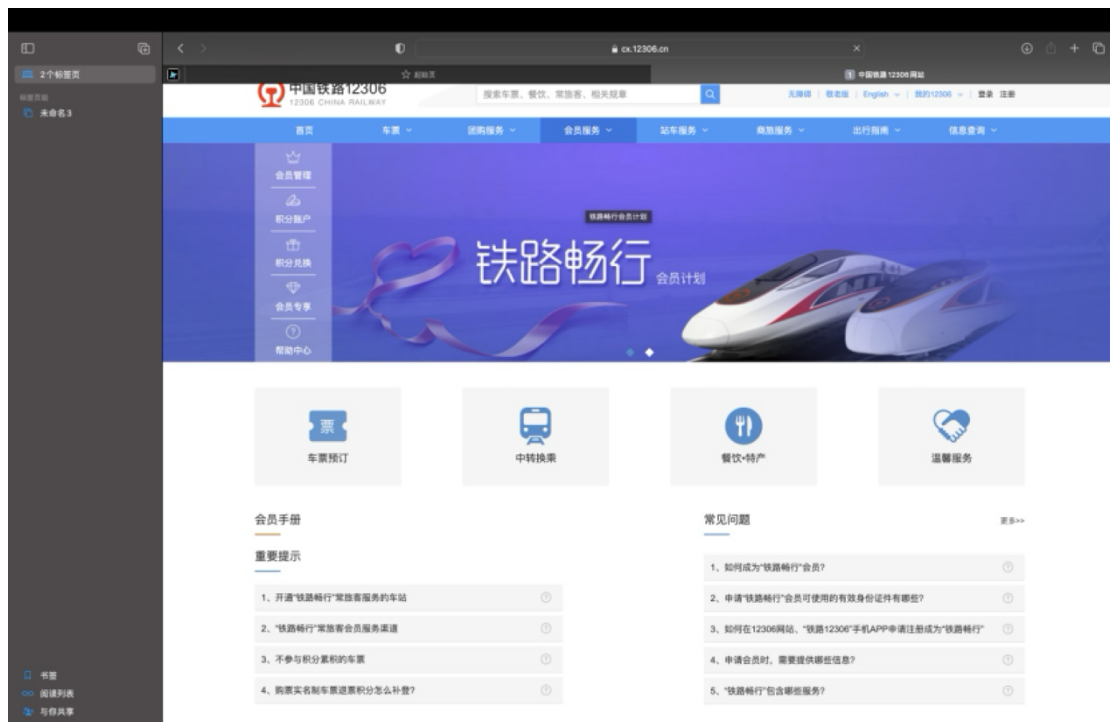


The World Wide Web Worm

· Link: <http://www.webworm.com/>

· Why it's Bad:

- Frozen in Time: This website is a preserved relic from the mid-1990s and has not been updated. It serves as a museum piece for bad, early-web design practices.
- Complete Lack of Visual Hierarchy: The homepage is essentially a single, long page of text links with no categorization, images, or clear guidance on where to click.
- Non-Responsive and Broken Layout: The fixed-width, table-based layout breaks on modern screens and is completely unusable on mobile devices.
- It is a prime example of how a website becomes obsolete when it fails to evolve with basic design standards, usability principles, and web technologies.



12306 (Chinese Railway Official Website - Older Versions)

· Link: <https://www.12306.cn>

· Why it's Bad:

· Overwhelming and Cluttered Interface: The homepage, especially in its older iterations, presents users with a dense wall of information, links, and announcements, leading to cognitive overload. The current version is an improvement but still remains very busy.

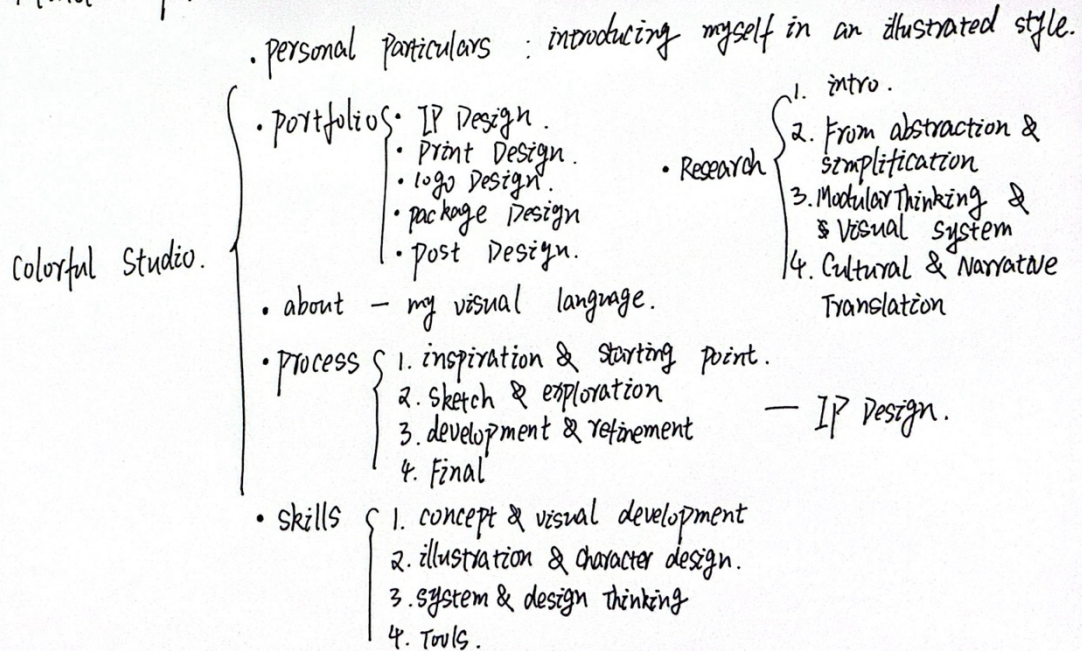
- Poor User Flow during Peak Times: The core functionality of booking tickets is notoriously stressful. The process can be non-intuitive, and the system often struggles with high traffic, resulting in crashes or confusing error messages.

- Outdated Aesthetic and UI Elements: Parts of the website use dated-looking buttons, icons, and form fields that feel out of place in modern web design, which can undermine user trust.

- It serves as a classic example of a functionally critical website where the user experience (UX) has historically been sacrificed, likely due to its monopoly position and immense scaling challenges. The focus is on transaction completion, not user satisfaction.

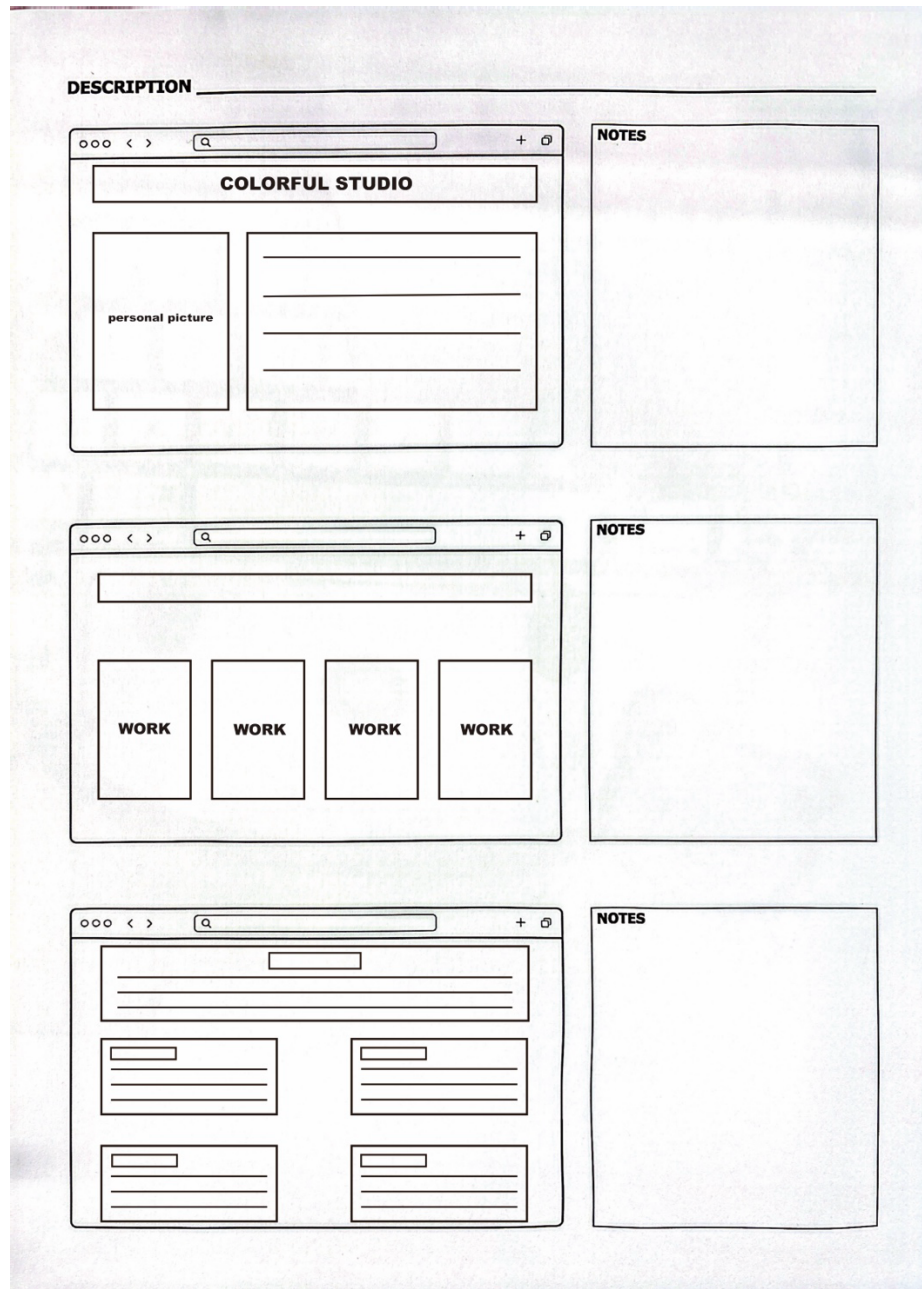
Design Process

Mind Map.



DESCRIPTION

website name module module module module LOGIN		personal picture introduction:	work inspiration
NOTES	NOTES	NOTES	NOTES



Website :

<https://cuibingya03.wixsite.com/colorful-studio>

Dear Future Me,

As you read this letter, I hope you have already completed your degree and are standing at the beginning of a new chapter in your professional life. This letter is a reflection on the journey that led you here, a reminder of the effort, uncertainty, and persistence that shaped your growth as a designer.

During the final stage of university, much of my energy was devoted to understanding what it truly means to build a sustainable personal brand as a graphic designer. This process was not limited to producing visually pleasing outcomes, but required critical thinking, research, and continuous self-evaluation. Through the development of my portfolio website and IP design projects, I learned that design is not only about aesthetics, but also about clarity, structure, and intention.

One of the most important lessons came from research. By analyzing both effective and ineffective websites, I began to understand how design decisions influence user experience, communication, and credibility. Poor websites often lacked hierarchy, consistency, or a clear purpose, while strong ones demonstrated thoughtful navigation, coherent visual systems, and a clear narrative. These comparisons taught me how design functions as a system rather than isolated visuals, and this understanding became fundamental to my own work.

My IP design project marked a significant turning point in how I approach creativity. Instead of relying on decoration or surface-level inspiration, I learned to draw from deeper sources such as cultural artifacts and modular systems. Influenced by the forms of historical pottery and the logic of LEGO bricks, I explored abstraction, simplification, and repeatable structures. This helped me build a character system that was flexible, consistent, and adaptable across different contexts. More importantly, it showed me how research and concept development can strengthen creative expression.

Building my personal website was another challenging yet valuable experience. From planning the structure and content to refining the visual language, I had to constantly ask myself how I wanted to be seen as a designer. This process forced me to reflect on my strengths, values, and future direction. It also helped me understand the importance of positioning, audience awareness, and long-term thinking in professional practice.

Beyond technical skills, this journey developed my soft skills. Time management, problem-solving, self-motivation, and the ability to respond to feedback became just as important as software proficiency. There were moments of frustration and self-doubt, but learning how to overcome these

challenges taught me resilience and adaptability—qualities that will continue to support you in your career.

If you are reading this now, I hope you remember that none of this progress came easily. Every refined layout, rewritten paragraph, and late-night adjustment was part of building not just a portfolio, but a mindset. I hope you continue to stay curious, reflective, and honest in your work, and that you never lose the patience and care that guided you through this stage.

No matter where you are now, this letter is proof that you were capable of growth, discipline, and meaningful creative thinking. Carry that confidence forward.

With belief in you,
Your past self