

Mockup Review Notes

Creative Director: Eve Wallack

Designer: Lily Greenwald

- Avoid text over imagery
- Swap out third image
- Images shouldn't take up the whole page
- Change heading type to Franklin Gothic
- No yellow in footer
- Add much more white space around images and text
- Overall looking for a cleaner, more sophisticated design, feels a little childish right now
- Experiment with duotone images, stylize somehow
- Hamburger navigation at the top, still some kind of navigation to walk through the one page site
- Try layout with text next to image in a grid like fashion alternating back and forth