

Mockup Review Notes 11/6

Designer: Ellie Kosowsky

Creative Director: Jacqueline Yoon

I think this is a great start to the microsite! I've listed some minor design-related changes but happy to see how it's coming along.

Overall:

- I think I prefer Mockup A? I like the bow detailing that borders the body of the site!

Images:

- I like the chosen images, but I think the one black and white image sticks out a tiny bit compared to the others.
- For color blocks behind the images, I like the diagonal treatment on the homepage but would like them to be just a little closer to the images. For the History/Modern page, I would like it if the color borders were a little smaller behind the photos.

Text:

- I like the serif font choice, I think it's a good match for the site.
- I think for the History/Modern page it might be nice to see the text centered to match the centered image alignment?

Header/Footer:

- I like "The Nutcracker" you got for the header! I think it looks great and super on theme.
- I do think the header and footer look a little mismatched. Maybe the same background for both would be nice.

Excited to see the next iteration!