

Mockup Review Notes

Creative Director: Collin Lloyd

Designer: William Chen

In general

- I like how both of the mockups look - you really captured what I was going for stylistically with the colors and vibe of the website, as well as the images.
- The symmetrical nav bar is fantastic. I'm glad to see that panned out well. Within the nav bar, make the logo white (it looks great, just needs to stand out a little more!)
- Maybe instead of the serif fonts in the nav bar, make those sans serif? I think that may look a little cleaner.
- For the titles, like "Discover the Capitol Building", make those a bolder serif font. I think that would make it stand out more from the body text

History

- This looks great! Love how you implemented the timeline and used a red accent color. Maybe adding a blue accent in addition to that could look good? Would need to see that before being sure.
- I'm more partial to the timeline you have in Set B - I think a vertical scrolling timeline would work better across desktop and mobile, and allows us to have more information shown.

Art

- The way you implemented the art from the rotunda at the bottom is really fantastic. The perspective making it seem like a carousel is a really fun idea. Only thing I noticed is that the shadows are applied unevenly - I think it looks a lot better with the shadows so definitely add those in to the rest.
- I definitely prefer the way you showcase art in Mockup A better than Mockup B. Mockup A is a lot more creative and fun, and in a world where government is neither, that stands out a lot.