

Notes from Mockup Review

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Designer: Jeffrey Gong

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Project Title: Hilma af Klint Website

- Overall:
 - I like Mockup A more, but I prefer the design of the Spiritual and Philosophical Ideas and Legacy pages in Mockup B
 - I absolutely love where this is going so far and clearly you have a strong direction. Great work! Keep it up!
- Typography
 - The header text in cursive is perfect!
 - The body text feels a little too playful and childlike because the typeface is very rounded → Maybe use a geometric sans serif, I think it would make the tone of the microsite have more reverence
 - Some that I think would work well are Avenir, Futura, Montserrat, Jost, Outfit, and Gabarito (these are all available on Google Fonts)
 - The size of the type in Mobile view seems a little large, I feel like there should be more padding/margin on all sides
- Clarity and Structure
 - Add a footer with our names, copyright, and navigation for pages to clarify that the user can stop scrolling
 - For the header, include the same exact words at the top of the pages to clarify which page the user is on
 - Maybe experiment more with the interaction of using the nav, maybe the sections increase in scale when you hover on it before clicking
 - The signature style on the side can be sticky so the user does not have to scroll back and forth
 - Nav can be sticky as well
 - Maybe the gallery page in mobile view can be a horizontal scroll, the way it is right now I think the user would scroll for too long and the information doesn't seem that accessible
- Color
 - The brown color palette of Mockup A is super nice, I think it complements the art well!