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Inspiration:

<https://www.nationalgeographic.com/> - makes excellent use of scaling with screen size in terms of image size, text size and amount of text displayed. Really good user experience even with a small screen and still maintains good use of images since its quite a visual site on its index/homepage.

<https://globalgamejam.org/2017/jam-sites/volta-labs-halifax-jam-site> - Logo scales with screen size in creative way, transitioning from being in the top left to being just on the top in mobile mode. All-important navigation menus remain easily accessible, as well as important text with a short vertical scroll.

<https://www.blizzard.com/en-us/> - though using an animated image isn’t encouraged, this site makes good use of scaling it well onto a mobile sized screen; it lowers the resolution so it doesn’t use as much data transfer. The animation is also located in the background, and actually provides an intuitive navigation system as you can click on the animation as it scrolls through various topics.