

Mockup review notes

I really like the color palette and layout of the dark mode set but I did notice that the alignment switches to right aligned ragged left on the natural history and intelligence section. I think keeping it consistently left aligned ragged right would be fine throughout. The mobile version is also good but I think keeping it left aligned would also be good there even if it is all within a central column.

Having a slight horizontal border between rows and columns might also help with the visual transition between sections, either white or the green accent color you're using but play around with it and see how it looks, as currently there's a bit of an awkward transition between the banner image and the section images and between the text boxes and images. While I do like the offset format of the cross culture portrait section of the page, I might move the Family, Renowned for, and Lifespan down into a different section and have an image there to make the rows mirror each other. I might also think about images a bit and move the current one in the top right down into the bottom left and have the top one replaced by a more "portrait" style image. Don't be afraid to have some negative space in between sections, as it helps the reader to have a second to breathe and makes the layout a bit less cramped overall. I also think the pure black is a bit harsh, so just reducing it to a grey or less saturated shade might help with creating a bit more visual space and airiness.

I also think the text sizes for the body text could be reduced a bit to like 10-12 px as it kind of runs into the margin of the box for the cross culture portrait section – just making it more consistent formatting-wise will help with that. Using the actual photos of ravens as an accompaniment to the section that talks about natural history and lifespan will help with tone and having the content relate to each other for both mobile and desktop.