## Mockup-review-notes

Creative Director: Sean Shen

Designer: Andrea Ham

The mock-up-a is more visually appealing.

- The simplicity of the image gallery.
- The strong contrast by the black and white color choice that matches the photos of Fan Ho.
- The solemnity tone creates by color is effective to show the memorial feeling of the photographer.
- The white space between photo to photo and frame to the photo is well designed, increasing the complexity of the visual effect.
- The cleanness of the webpage by the hidden menu bar icon

## Discussed improvements:

- Can have a third color besides black and white that matches the photo style to highlight the most important part and increase the visual focal point.
- Adding a footer
- Enlarge the size of each image on the gallery page.
- Reduce the biography to: photography career, film career, and post-retirement career.
- Think about the navigation, for example, how to return to the home page from the detail pages.
- Consider the font type choice. The title is perfect, while the text can use a different font to distinguish.