

Designer: Courtney Huang

Creative Director: Allie Sassa

Notes:

- Imagery in Set B is compelling and adds visual interest
- The scroll down “button” in the header for set A is working well
- Set B has a more concise user experience, easier to navigate (uniform)
- Imagery of set B (Specifically the header) fits the aesthetic perfectly
  - Illustrated images (using photoshop) are the visual direction
- Going with Set A because it feels more like a tourism pamphlet and captures the culture of Durango well
- Type is working in the title- maybe pull it into the typestyle into the headers for each section
- Colors are consistent with South West feeling
- The translation to the mobile version is working well (shifting the use of shapes into the frames of the images works very well.
- Suggestions: Change all imagery to illustration style, place in some type to see how it affects framing of the mockups