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Direct link: design.sheridanc.on.ca/~bd18w313/links/P2C/MOCKUP.pdf

- Organization of Information
- Page structure and layout
- Typography and editorial treatments
- Image and Composition
- Navigation and Way-finding
- Overall look and feel of the website

Honestly, there aren't too many things that I have an issue with on the website. Everything I have an issue with are smaller "nit picky" things, but overall, the website was designed really well. All of the information is organized accordingly. Page structure and layout is done well that navigation the website and finding information is simple. Typography fits the theme of the website really well, and works with the stylistic choices of the website. Images are vector based illustrations, which work with the brand being advertised on the website, and are placed around the site to work as a styled site-map directing you from top to bottom. My only issue with the composition is it seems that every element could just be a tiny bit smaller to give each element some breathing room. Navigation is good, but I think that a couple of small changes could help improve it. Right now the nav is a map of planets, with each planet representing a page, but I think that if each planet had the section of the website written on it, almost like the name of the planet, it would make navigation a little bit easier. The overall look and feel of the website is good. It's fun and cute, for lack of a better word. Based on the theme and topic of the website, the look and feel fits the theme perfectly.