Mockup Review Notes

Creative Director: Katie Pan

Designer: Jared Garelick

We started off by talking about the reasons for the design choices, and I commented that the designs look great and very much in line with my vision. The type choices, spacing, color palette, structure, and image treatments are exactly what I had imagined and tried to describe. In respect to visuals and vibe, I could not find anything that I wanted to alter. It looked like a great combination of the inspiration photos I had shared.

We both agreed that Version A was more successfully laid out and visually appealing so we could move forward with that one.

I suggested a few minor chances including adding a foot and increasing margins on the black boxes containing information.