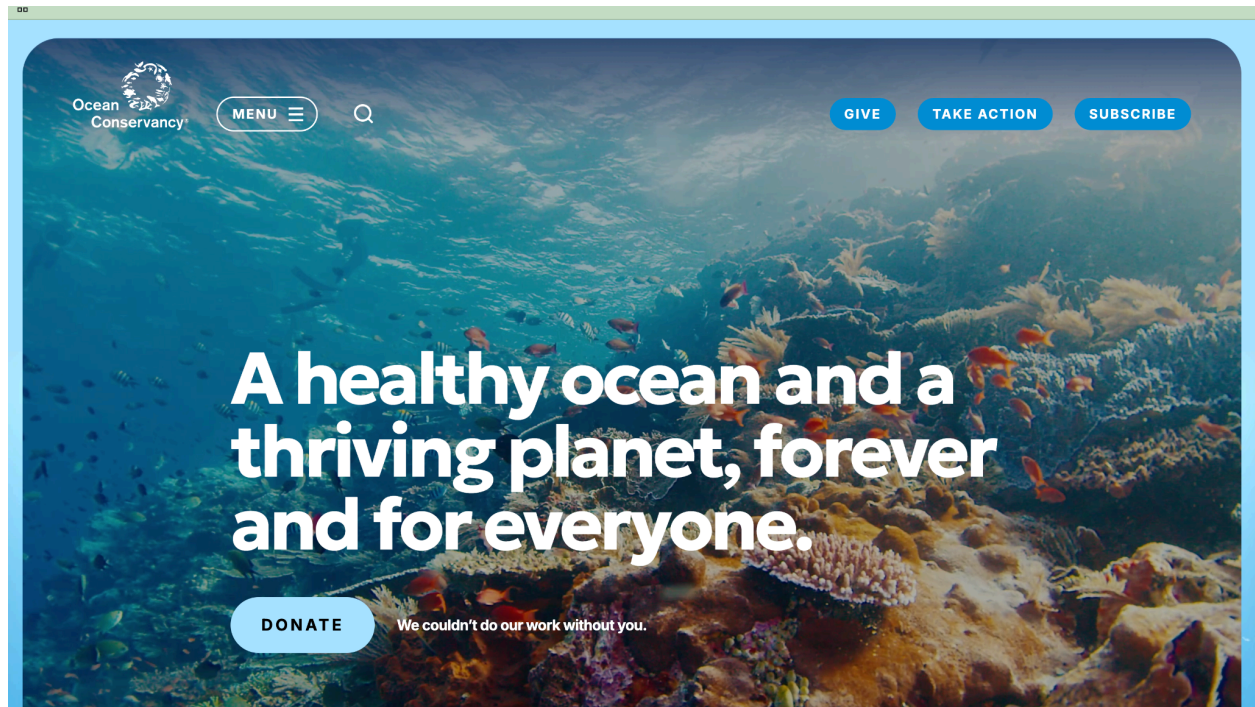Notes from Initial Build

Designer: Anna Bang
Creative Director: Emily Klausner

Design: I think the idea is definitely there. I think the typeface isn't the right one for this project - I would try a thinner, more minimalistic one. I was hoping for the aesthetic of the website to be a little bit more "artsy" if that makes sense. Something along the lines of this: https://oceanconservancy.org/

The photos chosen are a bit blurry and the white and yellow type are both a little hard to read against the white background. I would say maybe make the color of the typeface a coral or dark blue.

Responsiveness: I like all the different page options, you did a great job with this. I would make the "Beneath the Blue" heading a link to take you back to the homepage - overall, not many notes on this!

Overall: Great job! I like the choices you started to make here! Things you can do: look at different typefaces, better quality images, color choice!

Great job Anna!