

## Discussion Points / Topics

### Concept

Does a concept exist?

What is its goal?

Is the goal being met by the design?

Is the concept worthwhile? Will the viewer care?

### Communication

Is it clear what I'm viewing?

Will I understand what you're trying to convey?

Is it clear what I can do here, if anything?

### Structure

What are the design's visual priorities?

Are design elements working in contrast, complement, or conflict?

What elements do you consider foreground? Background?

How will the design accommodate variability in browser width? (Don't worry about phones, but it needs to work on any desktop/laptop, not just yours.)

Does what's actually visible 'above the fold' make sense?

Is transparency, if used, used appropriately?

### Aesthetic

Is the design beautiful/striking/remarkable?

Does the design aesthetic relate to the concept? The song?

Is the aesthetic consistent?

Is the aesthetic driving the concept, or vice-versa?

### Execution

Are type size/color/face/treatment choices helping or hurting?

Are images presented with sufficient resolution, and without unintentional distortion or compression artifacts?

Have image edges all been considered and managed?

Will elements such as fonts transfer as intended to the browser environment?

Can you build it?

for myself: consider the responsive design, and think about margin space with the large words.  
watch font weight of the body text.

nice to have text next to the image, be consistent throughout the entire thing

Text is long to read. 70 characters max per line.

Responsive design for mobile, perhaps body text flows to bottom, but keep it next to the image in desktop view.

Don't need secondary box line. Don't need to be boxes behind it.

small row of images in gallery (doesn't need to be interactive, good to provide context).

Labels aren't necessary for the gallery but could be nice. Small caption. Grid. 3X3

## General Notes

Overall looks great! The colors and language matches what I intended for it to look like. I know you are planning to download Helvetica round, which I think would really compliment the soft language of the story book. The rounded rectangles also help with this! Looks really great, reads well, and top navigation bar is easy to follow.

### **Navigation:**

Something fun would be for the navigation bar to change into different colors among the color palette when you hover over it.

### **Home:**

Maybe consider? (not necessary though) omitting the minor transparent bar in the home page with Dick Bruna's biography and instead consider changing the font weight?

**Timeline:** Also for image and text, have the image next to the text

The timeline looks effective as well. I would center the years a bit more in the gray box (seems to be aligned slightly to the right).

### **Picture Book:**

ISBN number search bar not necessary unless you want to do it.

### **Claymation:**

I like the idea of adding GIFS! Maybe videos or links?

### **Others:**

would be curious how the cast page to look like!