

Mockup Review Notes

Creative Director: Grace Ok

Designer: Jen Kim

- In general I like the colors used, it was what I had in mind going for a minimalistic look
- I really like the background texture! It doesn't take away too much from the content which is great!
- For the Navigation Bar titles (Home, History, Types, Tools) I feel like it could have a more decorative fonts. I'd like to see more contrast with the body font and the header font.
- I like the body font it compliments the Korean nicely so the header font can be thicker and have more contrast in that sense.
- The body text could be more refined to be more blicky. I like how it is centered text but if the raggings were cleaner it would look great!
- In favor of mockup A - I didn't like the navigation color block as much in mockup B