

Mockup Review Notes

Creative Director: Hallie King

Designer: Hanna Fu

- Great use of transparency and gradients for legibility
- The serif is working really well for the larger type and I like the modern feel of the sans for the body text
 - Type choices work well together to make it feel like a contemporary website about a historical art movement
- Watch out for issues with contrast; the smaller serif type gets a little lost on the textured background
- Great consideration of the fold; the inclusion of a divider above the fold encourages users to scroll down
- I really like the relationship of the title text with the gray section below
- Footer is well-spaced and feels professional
- Maybe try out subtly different color options for the transparent blocks; I like the contrast created by the darker hue but would like to avoid pure black for this website