Mockup review w/ Anais

Creative Director: Phillip Kim
Designer/Developer: Anais Becker

Date: 4/3/24

- What should be done in terms of the fonts?
  - Adding in serifs could bring in a booklish/literary/philisophical vibe that is in tune with the content
- There is sometimes a lot of reading content, and working on adding in images or pulling out quotes can bring in more variety in content
- concept:
  - the concept comes out really well in terms of following the vibe of his book covers. I like the black shapes and want to see it come out more in the design!
- Communication:
  - I really like how you lay out the text, in terms of text size and leading etc. I think that some of the headers and big text could be more bold and loud.
- Personal life: picking out quotes: why is he someone worth reading about?
  - bringing out his impact and accomplishments could really hit home the importance of his life
- The clarity of the content is really strong, I understand the information really well, and it is separated in a logical way
- Adding in visual impact using images, buttons, and background could divide text and make it easier to digest
- Nav bar:
  - I think that you can approach it either way. The top nav bar is definitely more traditional, but I think that it still works well. I like the side nav bar too, I think that you should move forward with what you think is best.