

Designer: Sophie Ross

Creative Director: Sierra Brandegeee

Site: The Princess Bride

- Leaning more towards mockup B, color is more complementary and less boxy
- Definitely getting the storybook feel, I think it is appealing and will keep the viewer interested and engaged
- Clear organization, theme is communicated, navigation is clear
- Good balance between images and supporting text
- Storybook is great, love the use of the book, include the grandfather and kid picture that is super cute
- Like the subtle color, maybe introduce more warm tones
- I really like the idea of having the book page be where the text resides so you are reading it like the book, include table of contents(navigation) listed on book page in the intro page and maybe move them to the top on the other pages?
- More standardized/less handwritten header type, think more illuminated manuscript for the first letter to help establish the story book theme



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- Good serif for body text, try out a sans serif to see if it goes with the theme but if not stick with the serif