

Mockup Notes (11/10):

- mock-up a is stronger and has a clearer visual language
 - more of a theme and consistent feel with the scrapbook idea
- the concept is clear and well communicated
 - trying to convey a sense of nostalgia through what looks like home pictures and captions
- scrapbook elements on each informational page
 - this will keep the aesthetic consistent, even if it is just conveyed in a small or subtle way (like a scrap of paper or tape)
- strong aesthetic value
 - the design relates to our initial concept from last week
 - there is a consistent aesthetic with the scrapbook and an early 2000s feel with the color palette and the type face choices
- keep san serif for the paragraph at the bottom of the page
 - having that san serif repeat twice will be good, and keeping the script typeface on the photos makes them stand out more
- the mobile screen is clear and makes sense
 - the way that the images are all displaying in a single column is a strong idea and makes sense visually
- there are some concerns with the structure
 - should a background image be used that text is then placed on top of?
 - is there a way to make this collage in css?
 - maybe the photos could not overlap and be in more of a grid?
 - the photos used are high quality photos, so the images are accounted for