Mockup Review Notes

Creative Director: Amy Wang
Designer: Zecora Smith

Project Title: Paul Rand Website

Aesthetics:
- Interesting strong diagonal!
    - Consider how this repeats throughout your pages
    - How would you scale this in different dimensions?
    - How would the diagonal work when you display his designs?
        - Maybe if you're considering using just a sliver of all his works, consider just directing them to different parts of his portfolio page?
- Consider pairing a serif with a san serif (ex. title and menu are serif, body text and page label are san serif?)
    - If you want different looks for your san serif texts, consider a font with more weights in the same family
- Differentiate the heading sizes more (size of "Paul Rand" needs to contrast size of "About" more)
- Look for moments of alignment (top of menu w/ bottom of "Paul Rand" etc.)

Usability:
- Consider the navigational process of using the menu
    - The menu item pops out so far…consider using a hover highlight over the entire bar so users don't need to do extra work to click
- Does the size of "Paul Rand" shrink when we get to other pages or does it stay the same size throughout? (consider consistency, either its only large on the home page or it's large throughout all the pages)

Thanks! Ask me questions any time! ☺