Creative Director: Chelsea Lee
Designer: Grace Wang

Mockup Review Notes

Overall: Mockup B > Mockup A

- I like the center alignment as well as the hero image

- Maybe u can add like a brief carousel of smaller images of her paintings below the hero image
- Not sure how I feel about the stroke-only letters of the headers…maybe try like a gradient/aura filled typography? I like the typography choice though
- I prefer tighter tracking for the micro typography (i notice you tracked it out more for “painter”, “manga artist”, etc.
- You can maybe cobb out iconography in her paintings in photoshop and use them as little stickers around the website!
- Instead of red for the hover color of the navigation buttons, maybe the buttons can turn into different shapes that you think fit the whimsy of the website and her paintings?
- Left-align the “who she is” and below content! Keep the intro content center aligned
- Add in a footer that resonates with her paintings (ex. The background of the footer could be a pattern seen in one of her paintings)

- You can use more variation in header styling and text colors
- Depending on the background color/overlay, I would love to see more white typography (i think the stroke-only text would look delicate in white! Rather than when it is in black)
- For the next round, I want to see mockups of every page that will be in the website, from there i will specify more on what i want you to do