

Mockup-review-notes

Creative Director: Emily Klausner

Designer: Anna Bang

Only had Mockup A:

Overall, I was very happy with the design choices made

I picked coral reefs because I feel so strongly about them and their existence. They are so important for the ocean and its inhabitants. The vibe I was going for was a modern, sleek feel with a touch of bright colors to show the beauty of nature and the ocean!

What I liked:

- How the pictures were a gradient and how they faded out!
- The color choices

What I would change:

- I would make the font more modern looking (more minimalistic)
- For the about the reefs gallery, I would use a solid background because the pictures and words are a bit hard to see/read
- I would also maybe change the opacity of the background image to make it lighter for readability

The iPhone view is definitely my favorite - the white background works, but I would maybe make it a light grey for less of a contrast!

Overall, Great work!