

Creative Director: Anna Bang

Designer: Jessica Luo

Mock up A

- Pros:
 - I like the colors
 - The font used for the title is nice
 - Navigation bar looks nice
 - Gallery is simple and clean
- Cons:
 - Everything is too centered
 - Gallery page could use a bit of the color blocks like the title where it says "gallery"
 - Sizes of the art images dont follow a grid
 - Home page looks tight (would be nice to have more white space)

Mock up B

- Pros:
 - Offset title is nice
 - Box to differentiate is nice
 - Left-aligned text is a good switch
 - In the nav bar, color of the page you are on changes
- Cons:
 - Text feels like a lot. Would be cleaner with 1 or 2 sentences after the title then it goes more in depth.
 - Pages feels tight
 - Too much color in the gallery because the artwork is already colorful
 - Shadow behind images is nice

Overall very pleased. I like how you treated the title. It speaks to the topic very well. I think having more room to breathe and more space in the website might make it feel less crowded. I also like the colors you chose. Maybe add different shapes like circles in the different pages if you can and treat it like you did with the title. The first paragraph in the landing page seems like a lot. Maybe shorten it and make it like a subheading.