

Initial Build Review

Creative Director: Laura Weil

Designer: Kate Kim

15 November 2023

Project Title: Newtro Website

Notes:

- Obviously this is an initial build, so I won't give too much design feedback, but more about content and general set up!
- I'd love to see more text on some of these pages. Most of the information you have on these individual pages could maybe appear near the top, possibly in a header (3? 4?) type setting, but I'd love to see full paragraphs from the wikipedia page and/or other sources as well!
- The imagery is looking really nice and bright, especially in the architecture section, which is really well-rounded. I bet the other sections could benefit from just a few more images too, especially to balance more text when you add it! I really like how you showed the different ways that newtro functions in the fashion section, with both New Jeans in hanbok and BTS in a more Western retro style.
- For the navigation bar, it looks good! I think having it just go across the top might work for this site so it can be easily navigable, but if it seems like it might fit better in the upper right or left corner as you add more styling, I'd be open to that. One note is maybe change the "Newtro" page to just say "Home," as the whole site is about Newtro. Also, having a function so the nav bar bolds or highlights the page you're currently on would be great!
- Let's bring photos back into the home page, similar to how you had styled the original mockup, with one image per section. Love the usage of buttons!
- I remember the sample sites they showed us had both the creative director and designer listed in the footer, so maybe add me there :)

Overall, great job with the initial build! I'm excited to see how the site gets designed, so let me know if you have any more questions as you work!