Mockup Review

Creative Director: Laura Weil
Designer: Kate Kim
8 November 2023

Project Title: Newtro Website

Notes:

- Style
  - We preferred Mockup A for its typesetting and rounded look (the other had contrast issues at times and just wasn't our preferred design), but thought it could benefit from some lighter or brighter colors, closer to those in the initial creative brief.
  - Since the bar with the title running across it confused people in class as a navigation bar, maybe we remove it or play with the typesetting more.
  - The display typeface could feel more like the trend, similar to how the title typeface does here, while the body type could be more simple (and sans serif).
  - Leaning away from illustrations like the one in the introductory section on the page currently. This section wouldn't need an illustration anyways, and I think I prefer the photography with touches of playful illustration more than borrowed illustrations. (Note: we didn't talk about this in the meeting, but I think annotating the images with fun icons/illustrations/borders could maybe fit!)

- Structure
  - Since this page will actually likely function as the home page, and doesn't need as much information stored, what if we keep the grid-like style of the photo with text, except the text is instead a title of each section with a short tagline and button leading to that section?
  - The "Cultural Goods" title didn't match the "Packaging Design" further down - I see this section as including products such as the Samsung Galaxy Flip, polaroids and digital cameras, and other content I assigned to this section in the Content Outline. As such, maybe it could be titled "Products" or "Products and Packaging" or something similar? We can keep workshopping this as we add more material.
  - The sections, once they have their own pages, can benefit from containing more written information. I hope this website can have enough photos and stylistic choices that a visitor can understand the trend just by skimming, but I still want there to be plenty of information for those who wish to read and learn more.
  - Add a section to the top that is on the popularization and history - the home page can have a brief description (with a "read more" type of link leading to this page), but if there is enough information available, I'd like for there to be a separate page with more information on the trend itself, before getting into the examples.

- I wonder if the example pages should be grouped together on the navigation bar, so it says something like "Home" "History" and "Examples" with a drop down from examples into the others. Side note, it should probably have a nicer title than "examples," and also if this is too complicated that is all good!