

Mockup Review Meeting Notes

Creative Director: Terry Rim

Designer/Developer: Abby Kirchmeier

Overall

- Like the aesthetics of Mockup A with blue as theme color, stick to this design
- Agreed that all fonts should be in Helvetica, having variation through size and weight

Homepage

- Concerned that the lack of distinction between clickable buttons and body texts would confuse the users
- Words (eg. PERFORMANCE, TRANSPORTATION...etc) that scroll behind the main image can add confusion because they are not functional and they are not the keywords that are mentioned in the website, could be replaced with a simple straightforward word that is more relevant (eg. Skateboarding)

Menu

- Both agreed that the navigation menu could be added at the top of the site, sticky
- Return home button could be an icon/image of a skateboard

Footer

- Source, Copyright, Developer/Designer goes into the footer

Content

- For the fashion page, either
 - The blue background can be changed to white, keeping the image monochromatic
 - Blue background can be kept and the images could be in color, cut out like a collage
- Contents could be in alternating formats for dynamic and engaging layout