

# MOCKUP REVIEW MEETING

**ART DIRECTOR** Trevor McKee

**DESIGNER/DEVELOPER** Priya Kral

## **CONCEPT:**

Awesome direction – color relates to victory and feels Greco-Roman

Potentially more image-text interaction? Quote overlay, interaction on hover, overlap with content?

## **COMMUNICATION:**

Mostly clear communication – I would make some quotes bigger. Like if I'm quickly clicking through this site, what is it that I would take from it?

## **STRUCTURE:**

Very clear and simple – great job!

I would parse up the text a bit more through the various ways we discussed

## **AESTHETIC:**

Great color treatment, and I love the use of negative space.

Like we had talked about, make the hover state of the nav blue :)

## **EXECUTION:**

I would develop a few strategies for making text accessible (typesetting, jQuery hide functions, links to different pages, etc.)

Definitely let me know if you have any questions! I am happy to help if I am able.