

- Designer: Sierra Brandegee
- Creative Director: Layla Lee

Discussion Points / Topics

Concept

- **Does a concept exist?**
- There is definitely a concept that exists for the design (especially mockup b with the arched frames
 - The goal seems to be to introduce the four subcategories, I think an introduction about the artist in the home page can be helpful (before the diving straight into the four topics)

Communication

- Is it clear what I'm viewing?
- Will I understand what you're trying to convey?
- Is it clear what I can do here, if anything?
 - I think the navigation is clear and the information presented is organized in a clear way that the viewer won't have trouble with navigating the website

Structure

- What are the design's visual priorities?
 - The pictures seems to be the visual priorities
- How will the design accommodate variability in browser width?
 - I think the mobile version of mockup a works really well with the screen size

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Aesthetic

- Is the design beautiful/striking/remarkable?
- Does the design aesthetic relate to the concept?
- Is the aesthetic consistent?
- Is the aesthetic driving the concept, or vice-versa?
 - I think the content is driving the aesthetic, and it looks consistent and blends well together

Execution

- Are type size/color/face/treatment choices helping or hurting?

- The typeface for the subtitles and the body text are working well
 - I think the header typeface for Mary Cassatt (make sure to add the second t) can be the same as the subtitle font (the header font feels like it's harder to read)
- Are images presented with sufficient resolution, and without unintentional distortion or compression artifacts?
 - All the images are high res and look well placed within the text
- Can you build it?
 - Yes, I think both mockup sites are buildable, I think you can choose which one is easier