Creative Director: Angela Pu

Designer: Ceili Ecker

• Legibility – this is probably the biggest issue because of the colors but I know that that's an exporting issue as well.

- Maybe use boxes with flat color that correspond with the title box that sits behind the text
- o Or just manually burn the picture in photoshop
- Last page you're not using the space as well as you are in the other sites.
  - o Add images to the empty space on the side?
  - Make another column of text
- Typeface it's a little light, which makes it hard to read. I would pick something with a little more weight (just pick a new webfont you like since you're going to have to do it anyway). The sans serif is nice though.