

Creative Director: Jenny Hu  
Designer: Ruby Rose

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## **Project: Buttered Cat Paradox**

### Overview:

Ruby did an amazing job on the mockups, and the site looks even better than I envisioned. The vector graphics are adorable and the choice of colors is fantastic.

### Plan for Improvement:

- ❖ Consider a different typeface, more easy-to-read typeface for the body text.
- ❖ For the “In humor” and “In reality” sections, consider swapping the placement of the images and the text so that the main body text is directly under the title and the text is aligned on the left side.
- ❖ Perhaps add buttons on the “Everybody knows” page that link to the “In humor” and “In reality” pages, in addition to possibly another page further explaining the paradox.
- ❖ Perhaps add the source (just the Wikipedia page) somewhere on the explanation page? A separate page for the source is probably unnecessary.
- ❖ Ruby mentioned possibly adding a drop shadow under buttons to indicate that they’re interactive, and perhaps including hover effects.