

Designer: Dana B.

Creative Director: Kiri M

- Make the introduction to each page a full background gif except for the image of the founders. Infinite scroll setup works well, but needs to have the pacing and rhythm given more consideration
- Move the names of the three men in the live photograph to locations closer to their face and make the labeling stand out from the background so they can be identified quickly
- Each page different shades of monochrome with the background and text; all in the watercolor like soft tones characteristic of Studio Ghibli's work
- For changing formatting move text above images in content pages/ subtopics to address the pacing of the infinite scroll
- Align text on one column and images on other column (?) or just have one very highlighted image depicting the subtopic title and then accompanying text
- Sweeping full page images wherever possible