

Meeting Notes Mockup Review, Nov 16

Creative Director: Lydia Shinhye Kim

Designer: Katie Segel

- Concept: The color scheme (gold, light blue, white) are effective, and it meets the informative goal in the original plan. Also, the clean design helps viewers to better understand the subject, Taj Mahal, which beauty is not well known.
- Structure: Since the menu bar and top image are identical over pages, it is clear to understand which category each page belongs to. The overall structure is uniform and simple, that gives the clear layout of confusing information.
- The structure of textboxes and images could be improved, however. By setting four column-grid over pages, it would give the easier control and consistent sense of design. We talked about making column width uniform, and maybe increasing the width of it. The pages will scroll down.
- Images: Use of images are clean and organized, and footnotes give viewers a good sense of the overall architecture.
- For more interesting image treatment, we talked about overlaying tint over images. Originally, it is black and white but for later, images could have gold tint overall to add visual interest and more color overall.
- Can you build it: The strength of design is that since it has a strong, clean system, that it is able to build in actual html site.