

# Mock up notes

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- Preference towards mockup B
  - Concept is clear and meets the goal of the site
  - Communication is understandable for appropriate audience
  - Design elements complement used in combination with one another work very well with each other
- Main page
  - Gallery of images that introduces the content
  - Footer on the home page (and rest of pages)
- Individual pages
  - Header on each page that corresponds to the menu title selected
    - This could be in a display font that adds to the handwritten/analog painted feel
  - Round corners (maybe a thinner outline of color around the image boxes)
  - Really enjoy how to text and images switch sides un each section, dynamic
- Menu
  - Hover-state of menu maybe includes icon, changes typefaces to handwritten or colors existing typeface
  - Maybe they are colored and correspond tho the oculars on their page
  - Use display font to add to the cohesive design system
- Color system
  - Color used for important/key information
  - The design and use of color is well done
    - Provides great contrast and communicates the theme and aesthetic of the site and content really well
  - Things to consider
    - Investigate the impact of one vs. multi colors per page
    - 6-8 total colors and each page gets 2