

CD - Jaxon

Designer - Georgia

Initial Build Notes

Successes / Things I like

- Maroon navigation bar and footer
- Great image choices so far
- Improved grid and alignment
- Clean homepage with layout and white background
- Left align text is strong – most typesetting is successful

Areas for Improvement

- Typeface
 - After some consideration, I want to see a geometric sans-serif typeface – here are some options from google fonts I like –
 - DM Sans
 - Plus Jakarta Sans
 - Kumbh Sans
 - Instrument Sans
 - Albert Sans
- Small alignment / visual issues
 - Alignment of ‘buttons’ in navigation bar
 - Padding below text on each page
 - Fix stretched images
- Footer / Header
 - Nothing crazy in mind, but could you lay out the footer so it is more subtle, and effective
 - Something in header that suggests which page I am currently on
- Text on Home Page

- Sourcing text from across different areas of wikipedia instead of copying/pasting descriptions to get the message of passion & success surrounding the club
 - For example I'm unsure if the main description right when I open the website makes me want to find out more
 - Same for modern-day west ham section. I think it is more important to identify the state of the club, including successes, players, etc. what is the identity?
 - Same goes for european success section ...
- Text on Interior Pages
 - How can you break up the large text boxes to be more inviting and visually interesting?
 - Think about breaking up text with use of image and with narrower, more modular textboxes to make information more inviting as well as more visually appealing
 - Could you include the sky blue anywhere?
 - Want to see photos or images of the crest and from the rivalries to get a better picture. Just the text straight off wikipedia does not have same effect
 - I like information on modern day west ham page. Want to get some of that information on the description on home page
 - Also, how can you show the information visually? Would like to see some visual cues and maybe some sort of 'pull quote' type design to emphasize certain characteristics