

Reviewing Mockup Set

11.7.24

Things I like / Things to stick with

- Chronological organization on home page (rather than starting at modern day)
- All white background for homepage opposed to use of maroon
- Use of navigation in mockup A

Areas of Improvement

- Typeface: looking for something clean but more expressive than what you have currently
 - I might recommend a type pairing like a sans-serif for the headers and a serif for the body text
- Clean up the modular grid
 - There are some errant visual alignments between the different elements – like text boxes and images, or just between images –
 - A sharp grid will really elevate the quality of the homepage and future interior pages
- Text on homepage
 - In the areas where you have text, I think it can be cut down to a few concise sentences
 - In the areas where there is not text, I think there should be at least a couple of lines describing the time period to invite the user to click into the interior pages

Things to Consider

- In interior pages you can utilize the claret / sky blue in blocks (like you do in mockup a) or some other way you can come up with
- When text is cut down, consider the line length and rag to make it feel ‘invisible’ to an average reader. I find that to be super important in websites
- Hierarchy is gonna be important on the homepage so make sure as you make changes there is a clear and well thought out visual hierarchy