

Joseph X Marisa: Initial Build Notes:

Overall

Great job on the initial build, i love how you made the dior picture fall under the timeline as the viewer scrolls further down the page. The choices that were made were a huge step in the right direction, and I love seeing how it's come to life so far. As per our meeting, here are a few things to really start to make the vision reality:

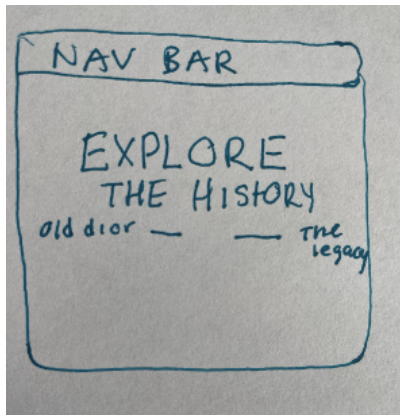
Type/ Content:

- As per my notes on the mockup, I want to see fonts and hierarchy that provide the editorial feel of a magazine spread. Right now, the body is a serif - try changing the body font to a minimal sans serif or serif font that is less stylized. This will also help with visual legibility, alongside bringing more attention to the timeline. Dont be afraid to play with big sizes or all caps!
 - On the same note, dont forget to add headers for each of the timeline dates. It will make the content much more digestible. The **headline should help the reader quickly distinguish what's important about this point in time.**
 - Pictures are so so so so important. Lets incorporate pictures along the timeline. They can be line a button so when its clicked, the person can magnify them to see the detail of the clothing, makeup, etc.
 - Maybe use runway pictures and the pictures you originally had that highlight the history.
 - Don't forget to put in the footer
 - I really liked the concluding paragraph in the mockup - I would love to see the paragraph added back in to tie up the timeline and perhaps name that "THE LEGACY"

Design:

- Try to make the background change so that the Christian Dior background leaves when the About section is complete. For reference: think about the "zero" website we saw during the lecture and how when the viewer scrolled, the next section brought in another color.
- Change the color of the timeline "stick"
- Try to make the timeline jut-outs vertical lines as opposed to circles
- Make sure that the navigation bar aligns with the section that it brings the viewer to. May be helpful to fool around with the padding.
- The navigation bar should have a hover and selected state so that the viewer can easily see where their cursor is/ where in the historical journey they are.
- Explore the history button - As we discussed, because there is a big gap between the timeline and the "about" section at the top of the page, a button to lead the reader down the timeline would make the user experience much clearer and easier.
 - Change the timeline to begin where it is, rather than having a line stemming from the about section. When the About section is over, have the Christian dior

background picture snap to the bottom of it so it swipes off the page too, and have the explore the history button large and in charge in the middle of the page with specified topics underneath it.



here is an example of what the explore the history button can appear like - you have creative leeway to the shapes of the buttons. Feel free to message me about them if you want to run any ideas by me.

Extra but could be really cool: When you click on the sections it should be a smooth transition if possible. I'm not sure if this is feasible but is there a way to add a transition to when the buttons are clicked to smoothly bring someone to the selected item? Might be something really cool to play with.

Once again, don't hesitate to reach out!