

## Mockup Review, Meeting #2 - Joseph x Marisa

### Design:

- **Color Scheme:** I really enjoy mockup 2! The lighter color background is much more inviting than the black background, I think the black makes it feel very dense, in a way. Lets keep working with the gray/light colored background.  
**Text:** The body text is slightly hard to read for two reasons:
  - 1) the color choice - as someone with bad eyesight, having the muted reddish-gray again the gray makes it hard to see. Lets try and make the background lighter and the body text darker. This will also help bring the photos to life, as they feel a little flat right now.
  - 2) the wrapping and size. - when starting to do the basic code, it's important to consider sizing for mobile platforms. Make sure that there's a min width so that the text box doesn't wrap indefinitely and make one-word lines. As screen size changes, it's going to be important to change the font size accordingly, as well.
- **Font Choice:** Awesome stylistic choice for the headers and titles, love it. Very editorial. I think that this font deserves to have its moment to stand alone:
  - Let's 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.

Overall, make sure to stay steady with the “editorial” theme. Looking at magazines for inspiration on hierarchy is a great place to get inspiration. Let things have room to breathe, even if that means taking out some of the body text so it's more inviting.

### Content:

- **Imagery:** I really love the imagery you have that shows christian Dior designing his infamous looks and how you incorporated the detail shots at the end. The implementation of the detailed shots at the end of the page feels abrupt.
  - Let's try and implement more of those throughout the empty space between the blurbs on the timeline. Things that may be nice to add: dior perfume bottle, dior makeup, dior scarves, embroidery, keychains... go wild!
- **Headings:** Looking at the timeline becomes a little confusing without further headings to split the content. Why are these years significant ?

- Implementing a header above the pictures on the left hand side of the screen will make the content feel more intriguing. Wikipedia had some good breakdowns of why the different years were vital.
- **Navigation Bar:** The navigation bar is going to play a HUGE role in how people interact with this page. I really enjoy the years on the top, having a solid colored navigation.
  - It may be nice to have a bite-sized intro to why those numbers are there—something like “EXPLORE THE HISTORY” it can be small but just to give the viewer some context. Having the years smaller may also aid the “editorial feel” by giving them more space to breathe.
  - Its also important to think about the user’s experience as they start to travel through content. How can they get back to the top of the page? As per our talk, you mentioned implementing a “traveling” back-to-top button. We can try that!
    - Another idea: leaving a margin on the left hand side that can serve as a navigation for all the years. On mobile, having space may be difficult. If this is the case, we can try shifting all content to one side of the timeline when the screen reaches a small width. Maybe there's buttons prompting the viewer to the next period of time? Excited to see what you decide to do.
  - In the footer, it will be important to implement navigation, too.
- **Ending the Timeline:** The last paragraph is really informative and I really enjoy it, But it feels disconnected from the timeline - to make it feel like the conclusion, a header may help, even just by using language like “THE LEGACY”

## Hierarchy examples:

Just for reference when I say hierarchy: having a title that really sets apart, a subheading, and body text that is clearly body- all split in a way which properly conveys which information should be read first.

