

Mockup Notes

Creative Director: Megan Guo

Designer: Abby Schulkind

Color

- The red variation is stronger than the blue variation (more contrast)
- Predominantly blue could still be strong, but try some sort of bright analogous color like teal or yellow-green (bioluminescence)
- Watch the vibration of colors where their values are too similar

Functionality

- The links on the navigation bar scroll you through the page

Content

- For the grid, perhaps four or six fish instead of three

Design

- Perhaps vary the size of the “fish spheres” to make it a bit more collage-like in appearance.

Page Design

- Prefer the blocks/bands of color over boxes

General

- Expressive display
- Feels a bit textbookish