

Mockup Review

Bob Zhao for Julia Carty Dickerman

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I think this is a great start for the microsite. I think you've successfully distilled the company's branding, feel, and color scheme into a coherent design, and the implementation of these ideas is enhanced by your layout/font choices. Appreciate also that you've included a mobile layout, and the way the sections stack feel logical/natural.

One thing I'd love to see more is to mix in show art, pictures, and other visual elements into the site. Right now, the chrome of the site is really solid, but ultimately is there to support the more vibrant imagery of individual shows. I'd love to see how you'd implement these elements into the structure of the site, as well as including these visual elements into the explanatory text from the Wikipedia page.

I also think the choice of font works really well with the menu/title options, but is maybe a bit too "cutsy" for the copy. A more solid/angular font might work better and convey the professional/serious side of the company, pairing well with the fun/approachable aspects as embodied by the design of the menu fonts.