

Mockup Review Notes

Creative Director: Isa Wilson

Designer: Grace Kahler

Mockup A

- I am drawn to the depiction of Harry styles in the middle with the center aligned text - it resembles a magazine cover aligning with his role as a pop singer, constantly in the spotlight.
- I'm confused as to why there is a third pink bar, it feels like it interrupts the flow of the information and distracts from the header - with the bar being the same thickness and color
- I feel like there isn't much context that explains who he is on the home page, I feel as though you should include a description of Harry Styles - below the "hero magazine cover photo" to give the user more context to understand what the website is all about.
- I enjoy your font choices throughout - the subtext is readable and accounts for accessibility and the header/stylized text feels very commercial, in line with the pop culture theme and feel.
- I am drawn to the mockup with the combination of the header and the subtext in the categories of music, movies, and activism - it feels more full and complete as well as give more needed context for what each category plans to explore.
- I am unsure what the "discover more" button indicates/where it will navigate to, perhaps have a more clear call to action like "Learn about Harry Styles"

Mockup B

- I am initially more drawn to the Mockup A over Mockup B because Mockup A feels more in line with a more modern magazine theme that aligns with Harry Styles role as an artist and icon
- Coming to it, I understand what your goal is, being a Harry Styles fan, but if I wasn't I wouldn't have enough context to know what the website is about - with the absence of a summary about Harry Styles or descriptions to the headers/parts of the house
- The music section with the swirly lines connecting the photos is hard to follow and understand where the timeline starts and end - perhaps consider a more traditionally timeline or giving more context with text - including a year and description