

## Mockup Review Notes

Designer: Lizette Arroyo

Creative Director: Ellie Kosowsky

### Notes:

- **Overall Preference: Mockup A** captures the gallery-like feel of Pollock's work exceptionally well and aligns closely with my original vision! It really looks great
- **Hover Treatment:** I love the design of the paintings at the top of the home page, especially the gallery-like arrangement and the hover treatment, which adds depth and interaction
  - I do have a couple concerns about the hover treatment: I wonder how the effect will translate on mobile devices since the interaction differs from desktop. Additionally, it's unclear to the user that they should hover—perhaps a subtle indicator or alternative interaction could help
- **Artistic Breakthrough Page:** There's a lot of information on this page, making it feel text-heavy. It might need some visual elements or layout adjustments to break up the content and make it more inviting to read
- **Footer Addition:** Including a footer could help wrap up each page and provide easy access to links or references, because not sure that a full page for sources isn't necessary
- **Font Choice:** I love the font choice (specifically the one used for his name)! I am so impressed with the Pollock-inspired font used; it adds to the artistic vibe and gives continuity across pages by adding the signature at the end of the pages

### Can't wait to see what you do!!

- Specifically looking forward to how the gallery page will come together, as it has great potential to showcase Pollock's work!!