

Designer: Matt Grossman
Creative Director: Helen Piloto
Microsite: Sailor Tattoos

- I think you have great hierarchy throughout the re-done site.
- This new color palette works too.
- I think because you have the images throughout you don't need to create saturated hover features.
- IThe image on the sources is not as compelling as the other images on the site.
- I think the change is nice- im looking forward to see how you put in your elements that are outside of the grid in the home page(the colored designs)... if you are not able to code this I recommend you go back to the colored hover feature idea (or we can discuss another idea) to add some pop of color through the page
- remember the footnote.. Other than that seems like all your information is in place.