Discussion Points / Topics

Concept

- **Does a concept exist?**
  - **Concept of Sailor Tattoos is present throughout the images**
- What is its goal?
  - Goal is to communicate the history of Sailor tattoos in an informative way
- Is the goal being met by the design?
  - I think so, We talked about how the hover feature will add color to the design which i Think will be very successful. Additionally, while both mockups had elements that we talked about- mockup b is a but more legible and clear. Although Mock up A is colorful and dynamic, i think the simplicity of design b will be successful within this topic
- Is the concept worthwhile? Will the viewer care?
  - I am not sure if the viewer will care- just based on an interest standpoint. BUt in terms of design i think the "explore" feature engages user to look below and continue reading.

Communication

- In terms of communication it is very clear what I am viewing so far. I think the only thing to review is the nav bad in the mobile version of model b. I like the continuation of the color throughout and the home page is nicely scalable.

Structure

- What are the design's visual priorities?
  - Muted colors contrasted with saturated hover states.
- So far everything is very cohesive and i think this structure of paragraph with images can be continues
- IF the home page images are shadowed- keep a somewhat consistent treatment of this throughout the other pages.

Aesthetic

- There are shadows against the images which adds interest
- Consistent image treatment
- Consistent color palette
- Consider how the "sailor Tattoo" font choice plays into the rest of the pages.
- We previously discussed including a spanning image but talked about removing that goal and i think this approach is more successful.
- I really like that there is not any stark black, I would continue this through the pages.

Execution

- I think the mockup b is more successful in terms of execution.
- The design will be buildable
- Think about how you will make the lowerband of color without separating the page
- Overall, i think this approach is very successful, as long as execution is possible.
- The other pages are not present yet but we will go over that once they are