

Mockup Build Meeting
Creative Director: Caraline
Designer: Sean

I love the colors that you have throughout both mocks. They are neutral but still engage the reader. I like the homepage of mock b better with the egg image, but I like the homepage text of mock a. I think the contrast between the regular and italic text creates visual interest. I like the vertical timeline and I like the light purple color of mock b that goes along with it. Mock b's title "history" is a bit large and overwhelming, so maybe scale that down a bit to be around the size of mock a. In the other sections, I would definitely like to see hints of the light purple color and more images.