Creative Director: Jessie Luo Designer: Vivienne Chung

Topic: Yosemite National Park

Overall, a very clean and clear website! Especially for the informational pages, the images are nice and the text is clear. I also enjoy how the title typeface is serif and the main text is sans serif, creating distinction.

The main suggestions that I have include:

- Having a more striking home page
 - Multiple large images (providing a grand feeling of this park)
 - More overlapping of the text
- Centering navigation bar and adding a home button and search button
- The information pages are overall very nice, the format is great! Can add more images and alternate the placement of the images left and right.
- I like the color scheme of mockup A more than mockup B. Can incorporate deeper evergreens, darker colors. Sources can be placed at bottom of each page.

Home page images inspiration:

This website has a ton of high quality images: <u>link</u>





