

Cher Feedback: Final

Creative Director: Eva Adams

Designer: Grace Li

Likes:

- Addition of Cher main page nav on each sub-section
 - o Maintaining font choice was great way for it to feel like 'icon' or branding for the site
- Addition of pull-out quotes – love the leftward line and break point!
- Kept color scheme and consistency in nav bar drop-down
 - o We won't need drop down anymore but beautifully done with 'click' color choices!
- Subtle background details on main page
 - o Perfect way to incorporate creative brief suggestion from day 1!

Suggestions:

- Consider structure: is photo connected to paragraph or in own column?
- Consider photo crop: I like that they are in line width wise, but at times feel over cropped on sides
- Already discussed but to keep on Grace's radar:
 - o font choice for title

Eva To-Dos:

- Narrow copy again, we agreed on:
 - o Main page, achievements, public image (just fashion and as a gay icon), philanthropy, legacy & impact; in that order
 - o Each on own page
 - o Grace to text Eva for further narrowing if need be 😊