

# Cher Feedback

Creative Director: Eva Adams

Designer: Grace Li

## Likes:

- Great job on following creative direction in Mock Up A
  - o Subtly of the chairs at end executed perfectly!
  - o Really cohesive color scheme
- Both E & G love the feel and copy breakdown of Mock Up B
  - o Focus on Mock Up B for final site
  - o 70s color scheme
  - o Ease in navigation
  - o Main image is attention grabbing

## Suggestions:

- Possibly readability of copy
- Communication of Cher through Title copy
  - o Feel free to text/email Eva to discuss ideas
- Title color of subsection & imagery continue to match for balance
  - o If it makes sense
- Keep colors in same tone/shade

## Eva To-Dos:

- Narrow copy
  - o Maybe focus on timeframes so Grace can allocate pictures