

Mockup Review Notes

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- Mockup B is much stronger than A
- B: Lots of negative space that makes the space a little empty compared to A
- The image treatments for the actual example images look a little empty compared to the textures of the background images
- The paragraph-to-paragraph legibility is a note of concern for mockup B – it might not be clear with no context
- I think the current red color might give off “China” more so than Korea (especially combined with the traditional elements)
 - We agreed in the meeting that could be adjusted to purple or pink to further align with vision of Korea’s cultural symbolism
- The background line gives the audience a flow to read, but at the same time it feels a little out of place and disconnected from the rest of the page (at least in desktop view)
 - Mobile view feels more integrated into the layout