Initial Build Notes

Creative Director: Caroline Kopsky

Designer: Jane Zhang

- The navigation bar was discussed — would like to see it changed to look more like a bar and have hover-state page links instead of color-changing click links
- Discussed background colors and will aim to implement them for next time (navy and deep yellow)
- Designer talked about the realities of coding a timeline that moves from side-to-side on the page and asked if the creative director would be okay with shifting this priority. We agreed that having the timeline on one complete line would be a good shift in design.
- We discussed changing the homepage headline to something more broad/all-encompassing
- Discussed making the copy text smaller on each page and putting it into columns instead of rows.
- Designer discussed how she is working to eliminate white space and make the site more responsive.
- Creative Director is impressed by how well the website translates from the mockups!