

Mockup Feedback

Bridget,

I like the website so far! I really like your color choice and imagery, it all really gives me a vintage feel. I can see how you've incorporated the tone that I specified in my creative brief, especially on the page about the Coca-Cola formula where you've changed the colors to be much darker and more mysterious.

I have a few things in mind that I was hoping to change for legibility and overall design:

- In the title of the page, Coca-Cola is misspelled "Coka-Cola"
- The red you've chosen for the heading/nav bar feels a little too vibrant in comparison to the rest of the page. To maintain the "vintage" look, I would dull that red down a bit, perhaps so that it is more similar to the image you have on the introduction page
- The display typeface you've chosen looks nice with the bigger text like the title, but it might help with legibility if smaller text, like the nav bar headers and the subheadings, used a less decorative font
- The image on the "Current Ingredients" page is a bit too low quality, and it shows up blurry on the page
- Websites usually don't go all the way to the edge of the page, so I would increase the left and right margins to leave some breathing room
- Similarly, I would increase leading in the large text paragraphs, so that big chunks of text aren't overwhelming

Otherwise, I think you've done a really great job of executing the things I specified in the creative brief. I'm really excited to see how this website evolves!