

Creative Director: Samantha Brotman

Designer: Griffin Xu

Microsite Feedback

- Something seems off with the alignment of the text on the home page
 - The “Best All Time...” starts to get a little bit lost
 - Maybe try left aligning all of this text to resolve both issues
- I think I would like to see some color incorporated into the body pages – it doesn’t have to be a lot
 - An idea is to make the headings a different color or the introductory sentence on each page
- I know the site doesn’t need to be responsive, but at some sizes, particularly the largest desktop size, the images on the construction page touch and you can’t see the caption for the top image
- I’m not loving the way the home page image crops and stays on the rest of the pages. I like the idea, but the cropping doesn’t look intentional
 - The footer image is veryyyy narrow
- Overall, I like the typeface choices and the direction it’s heading!