

Notes from Initial Build Discussion

Creative Director: Esther Hong | **Designer/Developer:** Charlotte Newhouse

What's working

- Very stylistically accurate to the show
- The italics, font, follows, and layout follow exactly the vibrant, playful feel that I envisioned for the website
- The clipart photos of family works very well
 - Again plays into the crafty, playful vibe
- Love the modern family logo in top left corner changing into home

What's not working (Technical/design issues)

- Outside of the characters page, all headers are in frames, so when I click on character's page, it seems out of place that it's not in a frame
- "The families" at the top of characters page is cut off

modernfamily

characters

cultural impact

awards

the families

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- Maybe add some description under the side characters Dylan, Dede, and Andy
 - Seems out of place otherwise (where do they fit, why are they there on page and in show, etc.)

Problematic Structure / elements

- Maybe page itself is too plain? Like internal navigation clues could be good
- Otherwise perfect, thank you!