

Discussion Points / Topics

Concept

- **Does a concept exist?**
- What is its goal?
- Is the goal being met by the design?
- Is the concept worthwhile? Will the viewer care?
- **Yes! It's informational for modern family**
 - I liked the concept with the frame more because it looks more professional as a cite than the playfulness of the orange squares

Communication

- Is it clear what I'm viewing?
- Will I understand what you're trying to convey?
- Is it clear what I can do here, if anything?
- **Super easy to understand**
 - The screen at the top is big in the figma mockup, may be hard to communicate that they're supposed to scroll down to see the rest of the site

Structure

- What are the design's visual priorities?
- Are design elements working in contrast, complement, or conflict?
- What elements do you consider foreground? Background?
- How will the design accommodate variability in browser width?
- Does what's actually visible 'above the fold' make sense?
- Is transparency, if used, used appropriately?
- **Perfect structure**
 - The tabs at the top are kind of small and seem just placed on the frame

Aesthetic

- Is the design beautiful/striking/remarkable?
- Does the design aesthetic relate to the concept?
- Is the aesthetic consistent?
- Is the aesthetic driving the concept, or vice-versa?
- **Love the design!**
 - For awards and cultural impact, bottom half of screen is a bit plain
- I really liked the characters page of the mockup with the orange squares
 - Maybe do characters page like that, but overall keep the mockup with the frames