

Creative Director: Nitzia Davalos Reyes

Designer: Hana Rust

Mockup Review

ASL Microsite

More drawn to Version A

- feels more cohesive and fits the project tone.
 - Overall color palette and layout work well
 - feels educational and approachable especially the red
 - Typography is clear and easy to read.
 - Squiggly
 - Not necessary through the page if it is too complicated to code
 - Keep it in the hand imagery or can also be used for certain moments
or maybe as background texture
- “As easy as 1, 2, 3 “
 - Copy and landing page is so effective as an introduction
 - Hand imagery is effective and connects well to ASL.
 - Many existing alphabet imagery so easier to just include those as an image
rather than creating grid with individual
- Structure
 - Landing page feels too long / Bottom left area doesn't add much so could be
shortened to reduce empty space.
 - main content should be visible right when opening.

Keep overall structure and color choices from Version A.