

Notes from Mockup Review

Creative Director: Max Francisco

Designer/Developer: Helen Piloto

- Overall Notes

- Preference for mockup A
 - Homepage has images, more interesting than just buttons
- Sans serif font more successful than mono type
 - Might be using the bold too much, maybe keep it to sections and titles and use regular weight for body text
- Brush script, not sure if this one is the right one (feels too thin), look for one that's thicker or can just use a bold sans serif
- Color
 - Not sure about the gradients
 - I would go for a neutral solid background (dark, greyscale or low saturation color) and then use bright color(s) as accent on buttons or big titles (like 80/20 or 90/10 split of neutral to accent color)
 - Can pull the colors from the red bull logo for the shades of red/blue/yellow
 - Colors in general feel like a lot of midtones atm
- I really like how the home page and signature moves page start with a fullscreen image + title
 - Maybe could do the same treatment for achievements and legacy, just start with the big splash page then scroll into the content
- If you can't figure out drop down for navigation (bc I def can't), a static navigation bar with buttons for each page is cool too
- Content and structure are all working pretty well overall

- Home page

- Quote feels kind of pushed in the corner
 - Can make the quote bigger and bring it out of the corner – it could be center aligned and overlap with his leg?
- For the crews, change "One All Stars" to "Red Bull BC One All Stars" or "BC One All Stars"

- Signature moves page

- Swap two images (halo freeze is the one where his head is on floor)

- Achievement page

- Layout is good, maybe change color/weight for each of the years to add hierarchy
 - Add line break after 2002, rn its ending up on the same line as be.b-boy

- Legacy page

- Layout is good
 - You could add the rest of the text from <https://www.redbull.com/us-en/artist/bboy-hong-10> just to fill out the page more (from "He won his first Red Bull BC One title in 2006..." to the end)

- Home page (mobile)

- I would increase the body text size a bit for readability at mobile size