

Mock-Up Review Notes
10 Nov 2021

Designer: Elyse Tang
Art Director: Emma Harrison

Mock-Up Notes:

- Love both options, but think we should go with Mock-up A
- Font choice is effective and working well
- Good image choices
- Color palette is perfectly on point!
- Maybe add “the” before “artic fox” on the headers to make it feel more like a title than a word

Meeting Notes:

- Mostly what’s said above
- Decided to left-align the body text but keep it centered on the page
- Moving forward with the first mockup, Elyse can reach out to me with any questions!