

Notes From Mockup Review

Creative Director: Brett Davis

Designer: Campbell Oh

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Project Title: *The New York Times* Crossword Puzzle

- I like this a lot! I know I mentioned using a different serif font when we first met, but I think this one works well.
- I prefer Mockup A to Mockup B.
- The numbers (01, 02, 03, etc.) feel a little large.
- I think the layout that you made would work well with incorporating more images. Perhaps you break up sections by putting a short horizontal image between a section.
- I think it lacks a little bit of color. One idea off of the top of my head would be to color the box that contains the number. Ideally, select these colors from the image on the cover. So the 01 box would be light blue, 02 would be yellow, 03 would be pink, etc.
 - Another idea would be to make each section a different color. So the 01, 02, 03, etc. on History would be light blue, those numbers on Style & Convention would be yellow, etc.
 - If you do this, I would also make the header page names be highlighted in each respective color instead of gray.
- A footer would help the website.
- On the mobile view, some of the spacing between title and body text feels a little too spaced out.
- Both A and B's mobile views are a bit boring as it is just plain black text on a black background. Is there a way to make these look more interesting?
- I'd like to see more images used.