

Roald Dahl

Creative Director: Joohee Kim

Designer: Jay Won

- Concept is delivered well – children friendly informational website
- Minimal + illustrations like we talked about
- Serif body font on mockup a – good! Feels very appropriate for the subject
- Navigation
 - Maybe the bar can stick on the top while you scroll
- Text on illustration – legibility?
 - I don't think that the transparency is high enough, the text is getting a little lost.
 - Cropping out the illustrations so that it doesn't cover the text
- Text size is good, it feels very accessible and children-friendly
- I like the differentiation between subtitle and the copy
 - But I don't know if the thin black border on the body text is completely necessary if you are using a background fill.
- More negative space within each section
 - Padding in the text boxes?
- Home Page
 - More introductory text under the title after scrolling
- Suggestion
 - After looking at the mockups, I realize that maybe I was a little too timid on the designs. I like the minimalistic look, but incorporating some colors can give the website more character
 - E.g. adding a slight hue to backgrounds in each section, changing the subtitle colors (early life-red, writing-yellow, death&legacy-green, sources-blue?)
 - And within the sections, the smaller titles can get the same color too. (Repton school, fighter pilot career)