

Creative Director : Emma Hinckley

Designer: Nicole Wei

Website: Flying Squirrels

Mockup A:

- Love the pixel typography for the title and headings!
- Would love for the cursive typography to be a little bolder so that it stands out against the background/tree texture
- Would love if you could incorporate movement such as a scroll based animation in which the flying squirrels fly around the page in multiple locations
- Would also love it if the background would be able to change colors to provide visual interest (could connect to the night vision aspect of flying squirrels?)
- Overall really love the direction that this mockup is going in!

Mockup B:

- I love the simplicity of this mockup, the text really is able to shine by the wide margins and simple background
- I'm not sure that I like this cursive font as much as I like the font from the first mockup, this typography might feel too elegant for a flying squirrel website
- I really like how you incorporated image and used both cut out style images and more structured images
- Also love the contrast of the yellow headings on the black background, maybe something that you could include if you include a dark background in the final website?

For the final I think it would be great to mix elements from both of these mockups. Elements that I would love to see in the final are:

- Cut out like imagery of the flying squirrels
- Some sort of animation that happens when you scroll through the page to show movement
- Overall a lighter, brighter feel, but areas where that switches and the background goes dark to contrast with the type