

**Beginning note- overall, I prefer the 2nd mock up, however, aspects of the 1st can be implemented into it**

### **New Notes based on Mock up A:**

- Background: I like the geometric shapes and the colors chosen for the middle of this page- I think that they reflect the show's aesthetic well. I actually wish that the **background were black** 1) I think it matches the show's aesthetic- in my mind I am thinking of the photo of the fountain that you used in Mock Up B, and **how the theme song clips take place at night, making me think of dark.** 2) I think that the light shades of purple and orange would have higher contrast against black.
- I think it would be good to indicate the buttons on top - the gray circles are vague, I assume they do something when you hover, but it might be good to show what they take you to, whether that's through words or photos/icons (**the best way could be to do icons that reveal words when you hover over them**) - this could be a fun alternative to combine with the second page
- Right now it's very stationary, it may be cool to **add some key frames and make a photo spin or flip or do some type of animation when clicked on-** (something like this isn't too hard to find online and you just add it to the CSS, I've done it on the button assignment). This fits the theme of chaos in the show and could be a fun unexpected touch.

### **New Notes based on Mock up B:**

- I think that the **coloring of this website really matches the vibe of the show.** One note I'd say is that for the characters page, I think it would be helpful to show which character is which (indicate who is Ross/David Schwimmer, who is Rachel/Jennifer Aniston) to help out those who may not be familiar. You could add separate photos with labels below or make it so that when you click on one of the characters in the photo it tells you who it is- whatever you think works best.

### **Notes from Emily!:**

- Design choices for the initial build, considering your feedback:
  - Black background - night mood/aesthetic
  - Bright and bold colors to contrast black background
  - Geometric shapes and patterns
  - Animated hover states (nav buttons)
  - Animated/moving elements (possibly the pictures or some text)

- Simple, streamlined layout, but with moving and interactive elements to make it less stationary and lively/chaotic
- Some Questions:
  - Do you have a preference on accent colors? The red/blue/yellow (colors from the logo) vs the purple/orange (90s colors taken from one of the images)? I could do all of them, but that might be too many colors and get muddy.
    - Maybe different color schemes for different pages?
    - I agree about using all of them together being a bit muddy, it could be cool to use different colors on different pages but if you'd rather stick to one theme i'd go with the red blue yellow!
  - Types of shapes? Keep it sharp, with rectangles, lines, maybe even triangles? Or would you prefer rounder shapes, such as circles, and even rounding the edges?
    - I think rounder shapes and corners are more modern.... However, the sharpness of rectangles and triangles feels more 90s.
    - Honestly I think the sharper shapes would work better to capture the 90's essence - the modernness of the website can be through other things like the fonts