Topic: Do Ho Suh

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Notes: 10/28

- Went through the outline/brief of my topic
- Structure/tone of the site
    - Imagery within the buildings
    - Full bleed imagery, making the pictures of the artist's
    - Minimalistic, soft pastel looks (very very soft gradient background that can be barely seen – representing the see through fabric)
        - San serif ? + serif subtitles in bold
    - Categorization: time, location, work, (I want the images to be the main emphasis of the site)
        - Homepage: introductory (entering in a full bleed hero section)
            - Learn more about the artist (at the bottom section)
                - Image of artist + short paragraph description
            - See more works of do ho suh (this can go into the gallery page as a button) – sneak peak of the art first and then that would make the users want to see more (when they click into a certain button they can go into gallery mode)
        - Page – gallery look: full screen images in one column
            - You can hover/look into (for descriptions) – not too lengthy
        - Contact us page: for more information about do ho
            - Email, form etc

Notes: 11/4

- Took my suggestions and implemented it in the mockup like the color palette + gradient
- "A" direction looks more clearer
- Add the same margins of the text to images
- Images seem too crunched and full screen making it a little overwhelming
- Add more padding between the images

- Colors look muddy, make the color overlapping a different layout? Maybe add the captions underneath the images instead of overlapping them with transparency because the colors make it muddy
- Make sure the texts are coherent, “every door…”, “three rooms to start”, “seoul..”, “about” to be the same type family, but the serif and sans serif works well in contrast of subtitles/body text
- Add so ho duh’s pfp image instead of his work when explaining about him
- “Carrying home” title can be one line instead of two and remove the card description and add in underneath carrying home left aligned
- The “every door…” section seems like it is separated, but doesn’t look like a section, if you want to make it one – make it more clearer (like different color background).