

**Creative Director:** Dee Cea

**Designer:** Emily Hanson

**NOTES:**

- I like how the axolotl illustration at the top is constant, even as the color of the title text changes.
  - Could even do with more title text color changes, since I think it only changes once (although I can see how this can help make sure the final page is different than the rest)
- I like the font choice: the thick san serif has a very smooth look that compliments an amphibian vibe.
- I think the text is too big, and maybe could use a little more buffer room on the sides. Also not sure whether I'm a fan of "image on top text underneath" look, with the size of the image overwhelming the view. Maybe smaller pictures, but more of them.
- I'd like pictures of other colors of axolotls. Even though pink is the most popular, I think having pictures of other colors will show more of their quiriness/range.
- On the main page, I feel like having the changing-sized tagline OR the text-over-image should be present, because going between the two is a little jarring and makes it harder to understand where to look.
  - Move tagline to be a single line ABOVE the images with text
  - Or
  - Have section title text underneath images.
- I think the images that are meant to lead to the different sections are too big, and could be set next to each other in more of an aligned or grid format. (i.e. if the images are meant to serve as a navigation bar, the way they are placed right now does not lend itself to that purpose.)
  - Or, have a permanent and simpler navigation bar permanently on the page, and have the images serve as just ANOTHER way to navigate to the other pages, more of a teaser of the page.

- Experiment having the home page with illustrations of axolotls between the alternating text, to lead the eye downwards