

Discussion Points / Topics

Concept

- **A concept exists**
- Goal: **to inform the public about the wonders and history of Jell-O**
- Is the goal being met by the design? **Yes.**
- Is the concept worthwhile? Will the viewer care? **Yes.**

Communication

- Is it clear what I'm viewing? **I'm viewing a timeline and it's clear. Although it is a bit hard to see that it is a timeline when I first open the page due to its large size. Consider scaling it down a bit.**
- Will I understand what you're trying to convey?
- Is it clear what I can do here, if anything?

Structure

- What are the design's visual priorities?
- Are design elements working in contrast, complement, or conflict? **Elements are slightly conflicting when the bullet point jell-os overlap with the images on the left. Maybe have the timeline bar more to the right, or have the images on the right.**
- What elements do you consider foreground? Background?
- How will the design accommodate variability in browser width? (Don't worry about phones, but it needs to work on any desktop/laptop, not just yours.) **It is currently a bit too empty when viewing on a laptop screen, at least on the right side. It feels left heavy, and this could be fixed by adding some padding to the left or spacing out the elements more.**
- Does what's actually visible 'above the fold' make sense?
- Is transparency, if used, used appropriately? **The transparent jell-os in the background create fun textures.**

Aesthetic

- Is the design beautiful/striking/remarkable?
- Does the design aesthetic relate to the concept? The song?
- Is the aesthetic consistent? **The aesthetic is consistent and relates to the concept, which is telling the audience information in a fun, casual way.**
- Is the aesthetic driving the concept, or vice-versa?

Execution

- Are type size/color/face/treatment choices helping or hurting? **I like the choice of the display font, I think it complements the jell-o brand very well. I wonder if the body font could be a different one; the tall condensed font doesn't seem to match the fat fun heading currently.**
- Are images presented with sufficient resolution, and without unintentional distortion or compression artifacts? **Image resolution is good.**

- Have image edges all been considered and managed? Again, a fatter margin would be nice on the left side. The title “A brief history of Jell-O” could be bigger or longer.
- Will elements such as fonts transfer as intended to the browser environment?
- Can you build it? Good question.