

Hi Cecilia,

I really love your page so far! You did a great job with the concept and your mockup is very engaging and well-designed. It's a visually strong site and I love your image choices. The way you captured liveliness and motion through color and image is super smart and I can tell you invested a lot of time into visual theming and tone. I don't want to beat a dead horse because I know you already got feedback on some elements today in class, so I've left out major comments about navigation and photo captions.

- The Diversity page feels a little intimidating with all that text. Could you include some more visual elements that reflect the content to provide an entry point? Maybe those nice little embroidery patterns from the home screen could come into play.
- In general, it feels like the page titles might be a little too crowded. Also, there's some inconsistency with where the body copy starts (on Diversity, it's below the title altogether. On the regional pages, it's nested around the text). I don't know if that's because the text placement changes, but it was a little visually confusing.
- It looks like the body copy font is inconsistent between the first two pages and afterward.
- You might consider where your page breaks are (like how much content shows on the screen at one time). It may be because I'm using a different screen size than you designed on, but when I scaled the home page up to fit my screen's width, the bottom half of the embroidery graphic and the Chiapas dancer picture were cut off. I don't know that it's super important on other screens where the text continues below the break and scrolling would be required, but the home page stood out.
- After hearing you speak in class, I'm assuming that you plan to include captions for all the images. I think those will be really helpful as entry points into the text.
- On the Western Mexico page, the design on the right edge stops about halfway down. I don't know if this was intentional, but if it was I could not tell what for.
- This is totally up to you, but I wonder if you might play around with text color, especially in the headlines or navigation elements. I can see how it might get too busy, so it's definitely up to your discretion, but it might push the visual tone.

As always, feel free to reach out if you have other questions or need help with some elements. It looks really good so far, and I'm excited to see the finished product. Your mockup feels very buildable and I think it wouldn't be too difficult to scale down to a single-column display for mobile with the design you've got, so I think that bodes well for you. Good luck with the next draft!

~ Abby