

November 10, 2023

Designer: Kellen Wang

Creative Director: Grace Jung

Notes from Mock Up Reviews

Visuals:

- The aesthetic and type choice looks great, it nails that mysterious vintage feel.
- Mock up A looks stronger, though the color choices could be just black and one color (no blue and red together). Main colors for the main robot is purple and green.
- Manga panels are working great.
- Character intro page could show full bodies of the character and full scale evangelion in comparison to the character who pilots it.
- Discussed including an opening door animation at the start

Structure:

- The navigation being on the top helps with adding space for the content in each page, so it works better. But the first two mockups had the navigation on the left side, which adds to the retro aesthetic but structurally crowds the information. We talked about how we can merge the best parts.
- Getting rid of the outline around content

Overall it looks great!!