

mockup review notes 11/9

creative director: irene shin

designer: cross lawn

called via facetime

- mockup-a works better
- i like the typeface
- minimalism delivered nicely
- what about more images?
- a little bit more color?
- play around with using more reds, yellows, blues and see how that goes
 - if it's too much, we can scratch it
- incorporating more green? taking inspo from ikea's plants and greenery
- overall great
- nicely plays into ikea's minimalistic aesthetic
- excited to see other content pages