

# Wikipedia Article Microsite - Notes from Mockup Review

Creative Director: Lily Sun | Designer/Developer: Natalie Klaas

## Concept

- The concept is very clear, and it's easy to infer that the goal seems to be both informational and experiential (not just reading, but feeling the world of the film)
- The design strongly supports this goal through texture, color, and imagery
- Could potentially push the concept further by emphasizing interactivity or “exploration” with some of the other pages (i.e., Story or World)

## Communication

- It is clear what the viewer is seeing (a themed microsite centered on the movie)
- Visual cues and imagery help communicate tone and subject matter effectively
- When building it out, consider using clear navigation indicators (e.g., hover states)

## Structure

- Strong visual hierarchy, and large imagery/headings guide attention well
- Good use of contrast between textured backgrounds and readable text
- Foreground (text/content) vs. background (textures/imagery) is clear
- Add more space to the footer to ensure content can scroll fully without being cut off
- For the mobile view for the second mockup, consider adding a hamburger menu in the second mockup to make navigating between sections easier

## Aesthetic

- Very visually pleasing and well aligned with the Ghibli aesthetic
- Grainy texture and noise add a subtle watercolor feel, which fits the aesthetic well
- The design is concept-driven, and the aesthetic clearly supports the narrative and tone
- Really liked the second desktop mockup's use of imagery, especially how it incorporates movie visuals into section titles/navigation

## Execution

- Really like the typography both section headings and body text feel cohesive and readable, match overall Ghibli aesthetic

- There is some inconsistency between the site title font and the movie poster font
  - Consider aligning these more closely (e.g., using a serif font similar to the film title)
- Images are high quality and well-integrated into the layout
- When building, ensure that images scale properly across screen sizes without distortion
- Consider how fonts and styling will translate from mockup to browser (especially custom fonts)
- Layout and interactions seem feasible to build, but some effects (textures, overlays, responsiveness) may require careful implementation