Mock-Up Review 11/9

Creative Director: Yina Li
Designer: Emily Hu

Notes:
- I really like the visual language of mock-up B, I think the lines are a nice minimalistic way to set tone without competing with the content as much
- also having all that content down is a huge feat!
- Perhaps more contrast between green text and background? (ie. background lighter, text darker green)
    - also i'd love to see some brighter colors dispersed throughout as well!
- it would be great to see the overall website a bit more inviting to people who know nothing about the topic
- I wonder if there is some happy medium between mock-up A and mock-up B in terms of image presence–A might have a little too much, B could use a little more
    - and finding some fun image treatment could be nice!
- the typeface selection comes across a bit too sterile—maybe a bit more decorative title typeface and bringing the font size up on the body could help?
    - i'm imagining a reaaaalllyyy big font size for the home page title
- i'm realizing the nav looks really busy, so maybe we can put all the argument topics (strong ai → benevolence) in an expandable menu for "arguments"