

# Discussion Points / Topics

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## Concept

- Does a concept exist?
- What is its goal?
- Is the goal being met by the design?
- Is the concept worthwhile? Will the viewer care?

**The concept is to review the history of Liverpool Football Club and praise its spirit. The concept is achieved through effective use of colors and page design.**

## Communication

- Is it clear what I'm viewing?
- Will I understand what you're trying to convey?
- Is it clear what I can do here, if anything?

**Communication is also clear. Nav-bar effectively helps to convey action that could be performed while most of the other contents are static.**

## Structure

- What are the design's visual priorities?
- Are design elements working in contrast, complement, or conflict?
- What elements do you consider foreground? Background?
- How will the design accommodate variability in browser width?
- Does what's actually visible 'above the fold' make sense?
- Is transparency, if used, used appropriately?

**The website effectively extracts a title text for each block of information and uses bigger font size and weight to contrast with the rest of the contents. Also, clear separation is prepared between each section to help information flow through. Mobile layout is also carefully considered for every page. Using a picture with lower opacity at the back for the home page works really well to set the main theme.**

## Aesthetic

- Is the design beautiful/striking/remarkable?

- Does the design aesthetic relate to the concept?
- Is the aesthetic consistent?
- Is the aesthetic driving the concept, or vice-versa?

The black-and-white visual design and principles align well with the main concept. They help to add weight to the club's historical and spiritual value. The design is also consistent along all of the pages. **One suggestion I would recommend is to add a few elements of color for the *Players* and *Honors* pages. And definitely do not make player photos black and white. Such modification could make the club feel more alive in the current era.**

## Execution

- Are type size/color/face/treatment choices helping or hurting?
- Are images presented with sufficient resolution, and without unintentional distortion or compression artifacts?
- Have image edges all been considered and managed?
- Will elements such as fonts transfer as intended to the browser environment?
- Can you build it?

In my opinion, typeface in mockup B works better for the theme. The san-serif font type adds some modern feel to the club. Images all work well with the corresponding content and are nicely styled to fit the main theme. Some images are currently placeholders but could be easily selected later. **My only concern is with the player headshots, which have not been chosen yet.**

It is not difficult to build out the website. The hardest part would be associated with the timeline, but also could be achieved. Also, the navigation bar associated with the menu button in mobile layout also would require some work to implement.