

Creative Director: Annie Kim
Designer: Joy Ani

Microsite Topic: Pokémon

Mockup Review

Refine Mockup A

- HTML
 - Checkered background from Gen 1 throughout page
 - É in Pokémon :-)

- Homepage
 - Title first box, try combining with Concept box or including information from Mockup B (Origins and World)
 - Label boxes in general
 - Make section boxes same width
 - Integrate section box design from Mockup B
 - Try a different layout for “Games” (?)
 - Maybe a grid since we are narrowing the site to just the game
 - Very nit-picky, but add a thin line of lighter red shade in the red of the pokéball, maybe lining up with the lighter shade of blue below
 - Make black stroke a little thinner in weight (same weight as between header and navigation bar OR same weight as box outlines)
 - I’m curious why some boxes are in black and others in gray; is it a hovering function?

- Gen Pages
 - Heading bar: same style from Mockup B title header
 - I would consider placing *Game, Released, Region, New Pokémon, and Antagonists* information in individual capsule borders for clarity, consider color coding it as well
 - Look at how the Pokédex formats stats for color coding
 - Label *Trainer, Rival, and Professor* in boxes like the Starter Pokemons for consistency
 - Gym Leaders/Elite Four Section:
 - Move Koga’s name to be next to him, switch with “Fuchsia City Gym” (*also check for spelling!*)
 - Use the pixel image of gym leaders and try finding pixelated badges for consistency!
 - Place levels in parenthesis for clarity