

Mockup Notes: ATLA Microsite

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General Treatment:

- Use a smaller font size overall; lines feel too short, and not that much text can fit on a page at a time.
- Consider a more interesting font; try look at PT Serif or Raleway.
- The subtle gradient/paper texture feels great as a background, especially with the rips being used as <hr>.
- Find some higher res images for the top banners; the pixilation is kind of distracting.
- Consider adding some simple animations using JQuery/Javascript.
- Stick with the image heavy feel, especially in the influences page.

Landing Page:

- Everything feels very busy; part of this is the fact that many of the buttons have more than one character, so there's way too much to focus on.
- To fix this, consider having the text stay white even when it's not being hovered over, so it pops out of the gray more. To help with this, maybe use a darker gray when buttons are grayed out.

Hamburger Menu:

- Compared to the gradient, textured, image-heavy page, the menu feels super plain by comparison. Bring a subtle gradient or simple pictures into the menu to help everything match.