Mockup Review Notes

Meeting & Communication by Slack
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Subject: Ramen
Wikipedia: https://en.wikipedia.org/wiki/Ramen

Concept & Communication

General

- The concept of ramen as a cultural symbol is clearly conveyed through both mockups.
- The use of a Japanese flag-inspired visual combined with ramen imagery works well to communicate theme and context.

Mockup A

- The concept is effectively communicated with the red circle and ramen bowl imagery, evoking the Japanese flag – like this combination a lot
- Placing ramen imagery near the top helps reinforce the idea from the beginning.
- Title typeface feels playful and rounded, resonating nicely with the ramen bowl
- Overall communication feels intuitive and culturally grounded.

Mockup B

- The calligraphy-style title typeface adds a distinctly Japanese tone to the communication.
- The concept is well supported by the golden beige + red palette and the illustration.
- The cultural tone would be stronger if the illustration/image appeared earlier in the layout for immediate impact.

Structure / Aesthetics / Execution

General

- Both mockups are structurally solid and readable.
- There's a shared need to **include a clear title + logo** at the top of the page to better frame the site and allow going back to the home page, as noted in class.
- Can try blend the 2 sites: color palette form site B and the pic combination with the
- Leading is a bit tight for both sites

Mockup A

- Leading is a bid too tight, especially in the "ABOUT THE DISH" section — loosening it would help readability.
- The **red color** may be slightly too saturated, drawing more attention than intended.
- Other than that it flows smoothly and is well designed!!

Mockup B

- The collapsed illustration as a background in the mobile version is a nice structural choice.
- Could benefit from additional supporting images to break up text and maintain visual engagement.
- The golden beige and red color palette is elegant and visually appealing — possibly stronger than that of Mockup A.
- Consider integrating Mockup A's image + red circle + title combination to create a more compelling and immediate visual statement.