

Creative Director: Lacey Shin

Designer: Temi Ijisesan

Topic: Fragrance wheel

General Notes:

- Very impressed with how well the typeface pairs with the topic of fragrances - elegant
 - The circular curves of the letters like “e” and “c” work nicely with the imagery of the fragrance wheel, which is the main topic of my website

Changes to make:

- For navigation, perhaps creating a simple logo that users can click on to return to the main page
- Or back buttons to allow users to go back in their steps
- I see that for the “Floral Scent” page, you have included forward and back arrows along with the circular dots at the bottom for users to see the progression of the page they are at - this is great for users to see where they are in the journey of exploring your site
- There could be legibility issues with the tannish color your paragraph text is in against the beige background - potentially make it darker or change it to the green shade you are using?

Questions:

- I’m excited to see if the styles of the different historical fragrance wheels will have a different visual aesthetic
 - It could be interesting to play around with, if it won’t take up too much of your time!