

## Daniel Caesar Mockup Notes

Creative Director: Jay Won

Designer/Developer: Caroline Kopsky

- I would like a nav bar at top on home page for consistency
- Use image of him with black and white t-shirt sitting as the main image on home page
- Noticed image was a little grainy – prioritize higher quality image over grainy ones
- Like album pages from both mockups
  - Are album covers clickable?
  - play around with adding music (albums or a single song?) – could try to add Spotify element
  - If only a single song works: *Freudian* – “Best part”, *Case Study 01* – “Cyanide”, *Never Enough* – “Always”.
- If you can add the songs to the website, this is completely optional, but “Streetcar” and “Japanese Denim” were very popular songs by Daniel Caesar early in his career (before he released his albums), and so it might also be nice to have those songs added somewhere on the page, like in the “life and career” page.
- I like the bigger block elements
- I liked a mix of mockups A and B:
  - What I liked from A:
    - Top bar nav
    - typography
    - text layout for artistry
  - What I liked from B:
    - Clean layout
    - The block elements being used
    - Color
- Bring over elements from mockup A I liked and bring them over to mockup B