

Mock-up Review Notes

Creative Director: Soobin Ahn

Designer: Jocelyn Liao

Overall great work!

- You did a great job creating a clear block-like grid with images and text that reflects the tower structure.
- I really like how you brought in the circle motif — it adds a nice balance and rhythm.
- The page reads as organized and intentional.
- Consider adding slightly more spacing between sections so the grid feels more open and easier to navigate.

Font and Grid

- The font choice fits well with the layout and keeps everything legible and consistent. The grid structure is strong and helps organize content effectively.
- Increasing the grid spacing slightly could make the composition feel more balanced and breathable.
- Overall, the relationship between type and layout feels successful.

Preference

- I prefer **Mock-up A** because of the innovative design approach.
- The text and circle relationship is strong and visually engaging.
- It looks great as you scroll — the flow feels natural for the reader.
- I think it would be powerful to keep pushing that interaction between the text and circular elements.

Additional Notes

- The project feels cohesive and polished.
- The concept is clear and connects form, structure, and storytelling effectively.
- A few minor adjustments to spacing could make the design even stronger.