Ariana and Caroline Mockup Review Notes

- Abstracted timeline with pivotal LEGO space themes. Will revise theme choices and have them be chronologically in larger gaps.
- Alternating between Cut-out images and rounded boxes is good
- Eliminate the curving dotted line for the timeline to mitigate difficulty in changing to different breakpoints
- Don't use yellow as a predominant background color but use it more frequently as an accent hue
- The gradient where the timeline background moves from the sky into outer space simulating a "blast off" is awesome
- Utilize animations for the actual images of the lego guys and animate the spaceships and planes and guns to help narrate and tell the characters' story
- Don't animate the predominant pieces of communication information such as the dates and titles
- Leverage the animation for the storytelling and pick specific, intentional moments to utilize these effects
- Eliminate the "Builds" page because we decided it would detract from the purpose, goal, and stylism of this microsite and just keep the website grounded inside the Lego world as opposed to zooming out to showing human construction of the toy
- Create a kind of scavenger hunt for the "Story" page and have a lego guy cutout become the protagonist telling you about the story of his lego space theme he comes from. Makes it a fun storyboard and interactive for the user