

Hey Grace!

## Mockup Edits

Looks amazing, thank you so much! Here are a few comments:

1. LOVING the header font of “Wonders of the Jellyfish”. I would say keep the all caps in all of the header titles as well (especially in the navigation bar). In terms of real estate, I would lower the font size of “wonders of the jellyfish” and focus on enlarging images of the jellyfish. That said, try to make the jellyfish images overlap less with the title. The primary thing I want people to see is the image, not the words themselves.
2. This is color specific, but I would say possible make the background of the website a purple or a darker blue--or even a background image, similar to this:



- 3.
4. Background Image: Perhaps for the background explore using a dark blue-ish, simple, underwater sea background. Very simple, not too graphic. Or even this image and a dark blue/purple overlay that has lowered opacity.
5. As far as the images go, I really love your instinct to remove the background whenever you include a jellyfish (ex: the cross-section picture). I would love to keep that going in every image you include of the jellyfish and anatomy (unless it is background specific or a map). I like the feeling of jellyfish floating along the page, so having the border sometimes disrupts that (like the cubozoa anatomy). Especially if it's a lighter or white background, just go ahead and nix that if possible.
6. Simplifying the navigation bar: Highlight the tab that you're on (just with an opaque light purple or blue) and perhaps a more simplified tiny jellyfish icon next to the word. I would get rid of the individualized jellyfish background that's below the

text--while it's a very cool idea, I think the simpler and cleaner and more uniform it is the better.

7. Going forward with animations or buttons or moving backgrounds, if possible think of slow movement like a lava lamp. Elements that float slowly and shift/change/grow/shrink. Incorporate this movement where you can and we can talk later! Could also consider the images of jellyfish to be animated buttons when hovered over, but they don't link anywhere.
8. Fun Facts: And any floating side element for that matter--if it could be in a
9. For Habitat & Blooms: It borders on getting a little wide in terms of the length of text sometimes, particularly where there are no images. For layout, consider playing around with both foreground and background imagery.