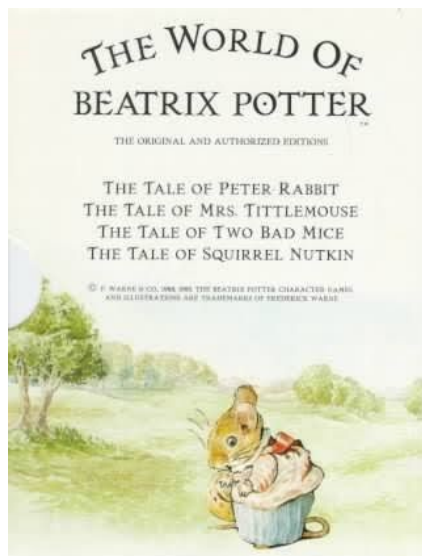Creative Director: Kaitlyn S.
Designer: Dee C.
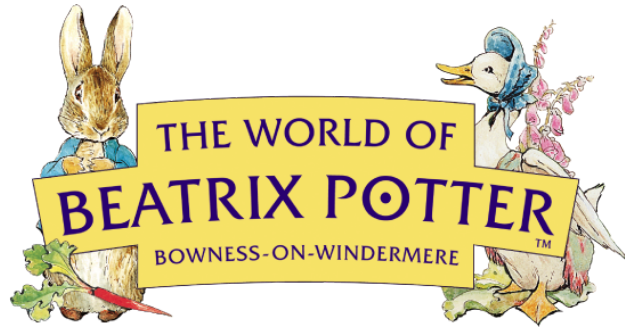Microsite Topic: Beatrix Potter

Typography:
- The font choice so far is really nice and in keeping with the style of her book covers.
- I would get rid of decorative borders so as not to detract from illustrations.

Header:
- I like the blurb to the right. It delivers the message I want people to take away from the page, which is that she was multifaceted in her abilities. Though, I want to minimize the amount of text in the header, and I think the same sort of introduction can be achieved with a home page. (see "Home Page" section)
- I might try to center the "Beatrix Potter" header to reflect the typography of her books, which is very much central-axis, humanist-style typography (see image below).
- "Beatrix Potter" could be in black text for the sake of hierarchy.
- Also, capitalize "Beatrix Potter" like in the image below.

- Have a couple of her illustrations interacting with the title (similar to image below) to create that whimsical feel.

Photos:
- I like the sepia tone of this photograph I'm seeing. I think all the photographs should have that look for continuity.

Colors:
- I think the copy should be in black text to mimic the printed text on a page in one of her books.
- I would simplify the color palette to an off-white background (lighter than the beige there now) and black text. Right now, the illustration I see at the top gets lost in the blue and I want all the illustrations on the site to be the focal point.

Nav bar:
- Media queries for mobile friendly nav bar
   - Make the mobile version vertical

Home Page:
- Teasers for each section comprised of an image and corresponding blurb
- Sets the tone for the microsite
- Can include the decorative borders around images

Footer:
- I'd like to see how the page ends. I think a simple border and an illustration interacting with the border somehow. I think tiny details like that add to the user-experience, making the user feel like they are entering Potter's world.