

Michael Avery (my creative director) enjoyed the font choice and color scheme, but there were some adjustments to be made. The layout seemed too conventional-just text against a solid colored background, and he wanted me to be more experimental in my design. He wanted to reduce the number of pages in order to focus on the history of the team. He was also interested in creating one long vertical page and creating a timeline of the history of the team that you could scroll through. Finally, he wanted me to incorporate more photos and not just rely on solid colored backgrounds. He was open to suggestions and wanted me to have fun with the design process.

Going forward, I'll reduce the pages to a single long webpage that you scroll through and create an extensive timeline of the packer's history. I'll incorporate photography and a color palette that becomes bolder and vibrant as the timeline moves towards the present day. I'll research more of the team's history to include in the webpage. I'll keep the color palette of the team, but I won't be as reliant on the color palette as my previous design was.