

## **Mockup review -**

Creative Director: Drew Mahlmeister

Designer: Maeve Collins

### **Project Title: *Stonesetting***

- Ok so we cant do the heist theme like an interactive website, so maybe more of just an informational website
- I think that I still want to gear it towards non-professionals (because they already know what they are doing, so this is more to inform non pros in a fun way) so still like fun colors maybe doodles
- I think that including images of the different types of stone setting could be funnn – maybe having unique pieces, perhaps pieces I’ve made as images or just not super stock photo-y.
- I think it’s totally up to you as to whether you want everything to remain within boxes that you make or if you want it to kind of float all over the place.
- Having one color as the background could be cool to make the gems stand out a little more than they would otherwise.
- I think that including historic examples could be cool, like pieces from the met or something as images could be cool and tie back into the ancient feel.