

EXO Microsite notes

**Creative Director:** Camryn Cogshell

**Designer:** Rachel Zemser

Overall the tone and stylist choices very well deigned.It communicates my idea of showcasing a basic knowledge of the group.

**Improvements:**

- Overall constancy like making sure the menu bar stays the same and sticking to the same body copy fonts.
- The background text should stay on each page.
- On the member's page names and discography underneath and where you show their birthday, their position, etc
- Lack of hierarchy in discography between titles and year maybe add a hover.
- On History and impact have pull quotes
- Album names in interstate, not the fancy typeface
- Find a place for the gif- possibly keep on sources or splash page.
- 1st Splash pages need a bit more context
- 2nd Splash page- if you have time maybe make the slide show through different images.