

Mockup Review: Met Gala Website

Natalie Hench- Creative Director

Lucy Chen- Designer

Lucy and I decided to go with the first version of the site she created, because the typeface feels elegant and fun, which is what I'm trying to communicate.

Lucy created a couple of different layouts, and we decided the one with the gallery of images was the best because it is a clear and efficient way to see the most looks from the Met Gala, which is the purpose of the site. Also, the image previews quickly show people all the possible things they can look at.

I like the different treatment of images for each theme, I think it could be played up even more with some color or background treatment that is different for each theme page.

We also decided on images from older met galas to go with the history blurb on the opening page to help show how long the Met Gala has been going on.