

Creative Director: Echo Dong

Designer: Mitchell Sampson

Notes:

1. The visual is definitely what the creative director was aiming for and I like the hover effect for each of the organisms info cards - they are really interactive.
2. The image choices, font and color theme all matches with my goals.
3. For the introduction section, either center the text or include some photo on the right. Right now all the text are on the left hand side and it feels unbalanced.
4. Include a small caption for the image of chemical reactions because people with no background may be confused.
5. For the human application part, a potential implementation could be a timeline. For example in what time did people discover new applications by bioluminescence?