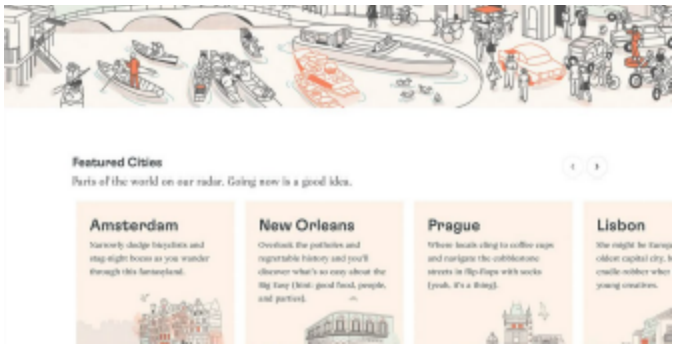
Creative Director: Amy Hwang

Designer: Wyatt Tait

- Leaning towards mockup b - clean layout, visibility, hero illustration section
- Removing boxes / lines around subsections (or making them more subtle)
    - But maintaining a grid system maybe like these little sections?



- Adding minimal color? Muted / pastel tones - beige, pinks
- More spacing between elements, more padding within elements?
- Keeping sans serif font - maybe those gothic / medieval fonts can come in with subtitles / headings
- Tone / style
    - Pushing a slightly more illustrated / playful style
    - If possible: some medieval motifs, like paper textures, scrolls, in the nav / menu bar