

New Single Page

- I'm thinking a single page site would be better. So it can be structured like a plant from the superficial level to root structure.
- The order can be:
 - Habitat
 - Appearance
 - Cultivation
 - Variety/origin
- Make the title bigger--it's funny highlight it
 - Remove container
 - Make white text overlaid over background
- Simplify-- remove any diving boxes, use images as section dividers
- make sources footer at the bottom of the page
- Make hovering over buttons reveal the title
- There don't have to be drawn images, try limiting one per section for now, maybe a grid of instructional images in cultivation section
- I liked the idea of an interactive map, let's find out earlier rather than later how feasible that is.
- I like images on the grid. Maybe choose some that don't have the plant tags in them so it's more focus on the plant texture.
-

Visual Language

- I like the idea of the the page being humorous and playful since succulents are not necessarily a serious topic or one that requires reverence.
 - There's a brand of ice cream from wisconsin called chocolate shop and their branding is pretty standard but instead of nutrition labels they have a pitch selling how rich their ice cream is with a line at the end that says "if you want health foods, eat carrots". I feel like that kind of humor can be achieved here. Dedicated to the topic, but keeping it in perspective.
- I like the blues and greens that are in the images you chose, maybe keeping the color pallet to whites, blue and greens based on that pallet would be better for the web page. Possibly incorporating the warmer tones from the first photo if need be.
- I like the buttons connecting the images of the spreads
- Keep visual language tight, background image with white text overlaid and a strong grid going through all of them
- Typeface options
 - Taller and sleeker typefaces
 - Amatic Sc
 - PT Sans Narrow
 - Open Sans Condensed