

Creative Director: Michelle Kwan; Designer: Michelle Chen
ATLA microsite

- The launch screen is really cool. I really like how you incorporated the elements as moving parts. It did feel a bit awkward that you couldn't interact with it before it went away. I think a button for "Launch Journey" would be a nice touch if possible.
- The moving slideshow on the home screen is a great touch.
- The typography fits the show very well. The choice in font for the heading gives it a more ancient and scroll feel, while the font for the paragraphs is easy to read.