-Switch from static image editing to adobe XD

-Make sure to use consistent column widths

-Director will send over suggestions re: typeface, color palette

-Red/black gradient at top for navbar

-Overall background white w red type

-Add duotone effect to images to integrate w/ BG & improve aesthetic

   - Use photoshop: image -> mode -> grayscale -> duotone

-Distinguish header text by using different color; distinguish from each other by giving each section's header text different colors

-Add a homepage w/ a large duotone image and big nav bar