

Initial Meeting Notes

Creative Director: Kelly Wiesehan

Designer: Erin Noh

Next Meeting: Monday, November 18th, Lab Hours 6-9

Notes:

Erin and I agreed on the visual system of the website. We discussed a color palette and potential typefaces. I think we both have a mutual understanding of the “vibe” of the content. The mock ups will use pinks, blues, reds, possibly color picked from the photographs provided in the brief. The typefaces will be an elegant serif with high contrast, Didot being a good example. I think this provides a strong foundation for a visual language to work off of.

Next meeting, I anticipate we will discuss layout and navigation.