

Creative Director: Alicia Chen

Designer: Audrey Western

Whale Falls!!

Meeting Notes

- The design will aim at reflecting the feeling of being deep underwater and teaching the reader what a Whale Fall is. The goal of the website is to present scientific information NOT in a typical scientific way. So, the **opposite** of a bio text book.
- We decided to follow the Wikipedia page in what information to include. So, a general summary of what a Whale Fall is (when the carcass of a cetacean has fallen deeper than 1,000 m, or 3,300 ft on the ocean floor. They can create complex localized ecosystems that supply sustenance to deep-sea organisms for decades), the discovery, organisms, and ecological stages. The website will be focused on the science, but presents the information in a unique and immersive experience.
- The overall site will follow the aesthetic of Whale Fall pictures, eerie, blue and green. The feeling of being underwater and experiencing one in real life is the goal I hope to get across. The site is bold and serious, yet still inviting.



Creative Director: Audrey Western

Designer: Klara Kobylinski

Fantastic Mr. Fox

Meeting Notes

My topic is Fantastic Mr. Fox. I was thinking a playful “quirky” design. I want the design similar to Wes Anderson but *not* a copy. I plan on having illustrations rather than direct photos. I want a warm pastel color theme, “Vintage”. I feel like futura type might be a little too obvious with Wes anderson, so a serif and san serif types. The website I figured would start with a summary of the plot then have different subsections that went more in depth about the book, the movie, and foxes in general, etc. Basically focusing in on the story but also giving a little basic background on roald dahl, the different illustrators, but not a ton of info. The website is intended for an older audience but definitely kid friendly. The creative brief that I posted on the interaction website also has reference pictures. Overall a simple, clean design.

