Initial Meeting Notes

Creative Director: Chantal Jahchan
Designer: Sabrina Roberts
11.11.2016

Project Title: Atlanta (TV series) Website

- Sabrina and I went over the Content Outline and Creative Brief and confirmed the notes, revising and adding things as we went:

- We realized that we had a bit too much content to include, so we decided to eliminte the ″Reception″ section, since it seems to be the most trivial one.

- We agreed to strip some information from the ″Episodes″ section, leaving only the episode title, its original air date, and a brief summary of the plot (all found on Wikipedia). Sabrina had the idea of adding a link under each episode to the FX page where you can watch it.

- I did my best to decribe the ″solemn yet eccentric″ tone of the show to Sabrina, and we agreed that it was an appropriate tone for the website. I also clarified what I meant by a ″cinematic″ feel, and we looked at examples of existing landing pages that succeeded with that. We agreed that the first thing the viewer sees will be a large photo filling up the screen, with an arrow indicating that they should scroll down.

- We discussed the logistics of building the sticky navigation menu on the left hand side of the page (creating a Div and setting the Position: Absolute). I explained how I thought the anchors should be implemented – section by section, and one at the very top of the page. We agreed that the best way to think about the site, then, was as a series of ″strips″ or horizontal sections that each contain content for different topics.

- I brought up responsiveness, and Sabrina and I realized that for mobile, the sticky navigation menu would be more appropriate to stick on the top of the page rather than the left hand side. We discussed the possibility of a ″hamburger menu″ (three little bars in the top right corner that expand into a drop down menu) in addition to, or in place of, the other menu.

- Finally, we agreed that there should be a lot of imagery (photo stills) throughout. Sabrina, who has never watched *Atlanta* before, asked for my help with choosing appropriate places in the text to insert a relevant image (i.e. – placing image of a certain scene next to the plot summary of the episode it's from) since I'm familiar with the characters and the plot.