Creative Director: Dana Berger
Designer: Steph Wang

Brexit

- Purpose of website is to explain issue to audience that is not familiar with the details of Brexit, to emphasize shock and drama of results.
- "smooth" user experience
- Described overall aesthetic of website: bold, simple, and clear
- Described layout of each page
- homepage: intro with bright color background with bold type, scroll into summary of Brexit and images (1-2 column grid)
- historical background page would have 1 column
- 2016 Referendum Page: 2 columns: one for each side of debate with large imagery and quotes.
- consequences page: 1-2 columns
- gave image direction--black and white imagery (maps are exception)
- overall color scheme will be red, blue, yellow, white
- sans serif typography in bold colors to contrast imagery