

Initial Meeting Notes

Creative Director: Edward Lim

Designer: Esther An

Topic: Neon Genesis Evangelion

We agreed to simplify the content of the website, focusing on the show's eccentric nature that reflects the director's personality and ambition.

While the website will be based on the wikipedia article, its content will be shortened significantly.

We went over the structure of the site, discussing the possibility of having a nav-bar on the side.

I explained the visual language of the show, and introduced Esther to its heavy use of typography, suggesting that she replicate it for the website as a way of transcribing the show's aesthetic while updating it to a modern language.

We went over the design priority. Although the website is an informative one, the priority goes to making a visually slick website that could be considered eyecatching.

Lack of actual website references came up as an issue. However, I think it is important that the designer has enough liberty and room for personal expression. We agreed that the resources and themes regarding the show will be enough to serve as a basis to build the visual language.

However, it seems probable that we will have to meet again as we begin to refine the design.