

Creative Director: Kristen DeMondo

Designer: Ji Lee

Notes on Hands Like Houses microsite:

- We went over the creative brief and content outline.
- We looked back at the images on the creative brief and discussed how that image quality and feel should be used for the site.
- The overall tone should be somewhat grunge yet ethereal and a little spacey, but I left a lot of freedom up to Ji of how to interpret this creatively, much like the images provided in the creative brief.
- We discussed that the site should remain relatively simple, with only maybe two columns, presenting the text and a few images.