

Creative Director: Katie Ehrlich  
Designer: Devon Litteral

Devon had an emergency this weekend she had to attend to, and therefore we could not meet. But we talked on Facebook after she had read my creative briefing. The overall look was to be based on the Beatles' album covers, specifically "1" and "Help!". I wanted it to have the bold red color of "1" mixed with the black and white photography of "Help!". We discussed the way in which the members could be displayed, and she suggested having a drop-down box from the navigation menu. Each member will have their own page to click on. We also decided to add a "Read More" button on the front that lead to an extended bibliography, expanding on their major success, which is the main theme I wanted to emphasize. After the first draft she pretty much nailed the aesthetic we were going for. I suggested minor edits to the image and the style it was cut-out with.