

Creative Director: Audrey Western
Designer: Klara Kobylinski

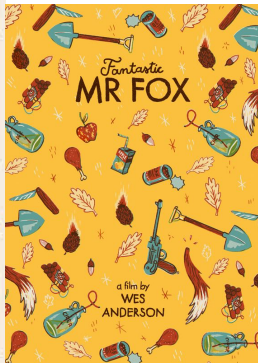
Meeting Notes

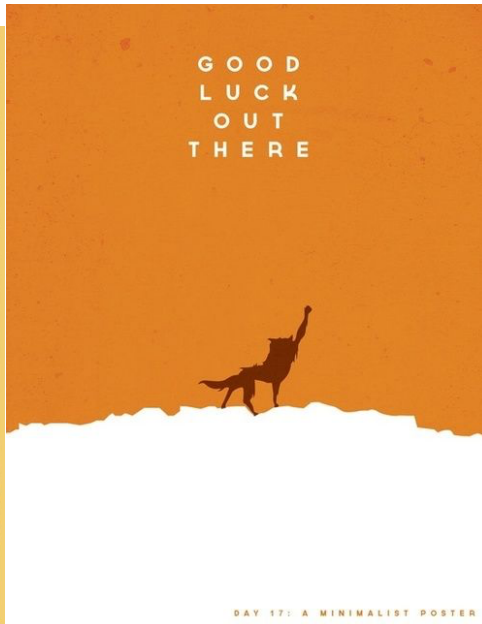
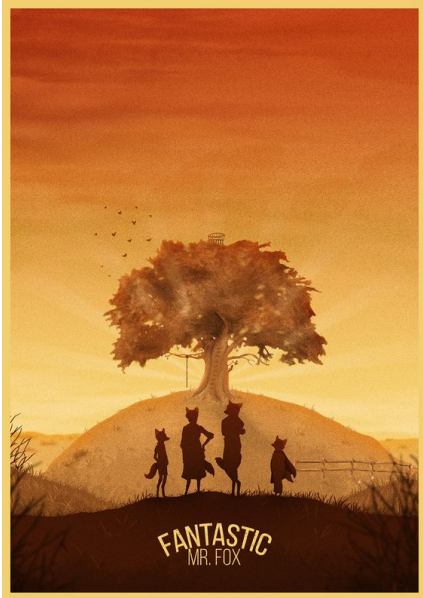
Topic: Fantastic Mr. Fox

The tone of the design will be playful and a bit quirky. Audrey was inspired by Wes Anderson, but wants this reference to not be super direct. Futura was the typeface that first came to mind with Wes Anderson, but we would like to branch out from this first idea and are considering sans serif typefaces as well. The color palette will be warm and pastel hues, almost vintage in look.

The organization of the website will include a horizontal menu bar. The homepage will contain a summary of the plot and the other tabs will have subsections with information on the book, the movie, and the foxes themselves. Most of the focus will be on the story, but Audrey would also like more background information provided about the author, Roald Dahl, as well as a bit of basic information about the different illustrators.

The audience of the website will be primarily older people, but the design should speak on some level to children as well. Above all, we are striving for an uncluttered, simple design. Below are some reference photos (Audrey has included more in her creative brief:





DAY 17: A MINIMALIST POSTER

