

Florence, Italy Microsite

Creative Director: Kelly McGuffog

Designer: Claire Cofelice

Initial Meeting Notes:

- Simple, clean design using columns and grids to display the information
- Accessible nav bar displayed at the top of the site
- Multi-paged site that is easy to navigate
- Use of photography to captivate the viewer
- Informative, yet exciting—should inform the viewer about Florence and should encourage him/her to visit Florence and learn more about the city