

Initial Meeting Notes

Creative Director: Laura Ancona

Designer: Alice Wang

Nov. 13, 2016

- Alice and I went over the creative brief and content outline
- We discussed which works to include and decided on Rothko's early works and his most famous later works
- We decided that the type choices and color palette should reflect Rothko's style, which is contemplative and meditative. The site as a whole should bring the viewer's focus to the images and the text and should not be distracting, like a museum
- The main page will be a page of Rothko's work. At first glance, you will only be able to see a grid of images (or one image and you can click through). Alice and I discussed the possibility of hovering over the images to get more info, or maybe when you click, you see the image larger with info.
- Pages should include works, about the artist, artistic style, and (maybe) legacy