Creative Director: Madison Yang
Designer: Alice Lee

Initial Meeting Notes: Pokemon Website

We agreed to:
- Keep the fun nature of Pokemon in the design of the website, using bright, saturated colors
- Use a sans-serif typeface for both titles and the main text
- Not focus on the games specifically, but on the franchise as a whole
    - Covering the different aspects of Pokemon through different pages
- Keep/delete information as needed to keep a balance between the different topics
- Use lots of images from the games/films/etc.
    - Can experiment with images with transparent backgrounds
- Overall have a bold appearance through use of color and imagery as well as typeface(s).

Some things to experiment with:
- Changing the theme of individual pages
    - Color – does it change from brighter to darker colors? Does each topic just have a different color or does it change based on the "feel" of the content? (ex. Games vs. controversies)
    - Imagery – will they be just graphics? Or a mix with photos? (i.e. people playing Pokemon, photos of places or objects associated with it, etc.)
- Changing placement of the navigation bar – top or side
- Referencing the anime (Who's that Pokemon?) or game screens for the home page
- Including the Pokemon logo and/or incorporating the same typeface throughout the website (with titles?)
- Including music from the games/shows in the background (maybe autoplay for game music?)