

Meeting Notes

Creative Director: Ruby Rose

Designer: Calvary Fisher

Project Title: Cosmic Latte

- We went over the content outline and creative brief created within class, clarifying when necessary
- He is an illustrator and did not feel that it was too much to take on creating some simple vector illustrations, so we decided to go ahead with that aspect of the design. We agreed to keep it clean with bright colors to showcase the limited amount of information.
- We went through some example websites to get an idea of the initial click-through + a long scroll format.
- We decided that he should thumbnail his initial thoughts and check in before proceeding to digital output