

Initial meeting notes for Microsite mockups
November 14, 2016

Creative director: So A Ryu
Designer: Nicole Fox

Questions Nicole had:

- What style? – what do you mean ‘cookbook style’
 - A lot of well photographed Turkish delights
 - Good lighting, bright and sugar coated, stacked neatly – makes me want to eat it kind of images
 - We decided that it maybe hard to do ‘playful’ design since it would require Nicole to photograph graphically made Turkish delights herself, so we decided on more modern cookbook style
- How many sections?
 - Decided on: History, Names, Types, Recipe
 - We thought the process of making different types of Turkish Delights would be very similar so we decided to make only one section for Recipe.

We decided to check in with each other as we make the templates, but as of the first meeting we covered and asked questions about big picture.