Initial Meeting Notes

Meeting Date: October 29, 2025
Participants:

- **Jennifer Alexander** – Creative Director
- **Tae Eun Lim** – Designer / Developer

Project Summary

From Folk to Fantasy: How Oral Tales Became Fairy Tales explores how spoken storytelling traditions evolved into the written fairy tales collected by the Brothers Grimm. The site shows the transformation from verbal storytelling to structured, published literature — and how that change shaped the meaning, tone, and reach of those stories.

Meeting Overview

[Audio Recording](#)

Design + Layout Notes

General Visual Direction

- The site will tell the story visually — as the user scrolls, it should feel like moving through time.
- Instead of traditional top navigation, we'll use a **hamburger menu** with a simple overlay that lists the sections. Each section will also have a **header title** (like a chapter marker) so users always know where they are.
- The pages will include **lots of imagery**, either as full backgrounds or as sticky elements that stay visible while text scrolls over them.
- Text will sit **on top of images** in many sections, especially where we want the visuals to carry mood.
- Typography will mix a **classic serif** (for most body text and headlines) with a **handwritten accent font** for quotes, notes, or smaller details — something that connects to the "folk" feeling.

- Subtle scroll animations and slow transitions will help give it rhythm and emotion without being overwhelming.

Page Structure + Content Direction

Home / Introduction

- Short paragraph that introduces the project, sitting on top of a soft, glowing image background (maybe texture of paper or fabric).
- Sticky image of an open book or firelight as the user scrolls.

Stories of the People

- Focuses on the oral storytelling traditions — who told the stories, why they mattered, and how they reflected everyday life.
- Use lots of imagery here: people, gatherings, vintage illustrations, maybe maps.
- The text might fade in as you scroll, with layered images behind it.
- This is where the handwritten font can appear, almost like notes scribbled into the margins.

The Brothers Grimm

- Introduces Jacob and Wilhelm Grimm — who they were, what motivated them, and what was happening in Germany at the time.
- This section feels more structured, like the stories are starting to take shape.
- Sticky portrait or sketch of the brothers with text sliding beside it.
- Possible side-by-side layout with short quotes or diary fragments.

From Mouth to Manuscript

- Shows how the Grimm tales changed when written down — from raw oral versions to edited, moralized ones.
- Compare original versions to printed editions and highlight how meaning shifted when stories moved into text.
- Could use an interactive element (like a slider or fade transition) that compares the same story in two forms.

- Visuals could include handwriting transforming into printed type.
- Text overlays on textured backgrounds like parchment or faded ink pages.

Echoes of the Oral

- Look at how fairy tales continued to evolve after the Grimms, through adaptations in film, media, and popular culture. Show how storytelling remains fluid, even when preserved in writing.
- This one can feel a bit more modern and bold — bright colors, layered imagery, and movement.
- Maybe include a scrolling timeline with posters, illustrations, and film stills.
- Text should sit over imagery in a way that feels cinematic.

Whispers Through Time / Sources

- Final page that reflects back on the cycle of storytelling.
- Could include a call to action: "Share your own story."
- Include source links and credits, maybe styled like handwritten notes or marginalia.
- https://en.wikipedia.org/wiki/Brothers
- Grimms' Fairy Tales
- https://www-jstor-org.libproxy.washu.edu/stable/j.ctv36zr2z

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High-Fidelity Mockups

Mockup 1: Bright / Editorial Version

- Feels fresh, airy, and full of negative space.
- **Color palette:** cream, ivory, deep red accents, warm gold, soft green.
- **Images:** crisp, minimal, and well-lit with text overlaid cleanly.
- **Typography:** clean serif, with handwritten elements used sparingly for contrast.

Mockup 2: Nighttime / Bedtime Story Version

- Feels darker and more immersive, like a story told by candlelight.
- **Color palette:** deep navy, dark brown, muted gold, beige highlights.
- **Images:** dimmer, textured, with glow effects and shadowy backgrounds.
- **Typography:** same serif + handwritten pairing, but softer and slightly distressed.

Inspiration

https://sakharov.redis.tv/en
https://copenhagenarchive.framer.website/
https://sonsanddaughters.xyz/
https://www.tolkienstory.ca/
https://urbanjurgensen.com/

Final Notes

We didn't finalize every design detail yet, but the goal is somewhat clear: both mockups will tell the same story visually in two different moods — one bright and editorial, one dark and atmospheric. Both should feel cohesive, image-driven, and deeply tied to the storytelling concept.

Tae Eun will start sketching layouts in Figma using the section breakdown above, and we'll regroup once both versions are ready to compare.