

Initial Meeting Notes

Creative Director: Sophia Daniels

Designer: Russell Zeng

Content:

- Frank Ocean's life and music
- Horizontal continuous page with navigation bar
- Insert music

Tone:

- Nostalgic, retro references (old cars and TVs)
- Alternative
- Pushing boundaries (like his music)
- Melancholy, slower music reflected

Mockup A:

- Colorful, young youthful vibe
- faded/muted light pinks and blues and yellows, for an almost childlike/fairytale feeling (nostalgia!)
- Hallucination

Mockup B:

- Modern, sleek, minimal
- Black and white with green/yellow accents

Zoom Recording link:

Topic: Sophia Daniels' Zoom Meeting

Date: Apr 6, 2022 10:02 AM Central Time (US and Canada)

Meeting Recording:

<https://wustl.zoom.us/rec/share/zUte4G3TJAXHJJFKV4YcmHbgODKBekVhaTNlpiLJxwQUk8XtzGxPwBlacPIqfQ.KpzjSs6gAN5TO48o>