Wikipedia Microsite Assignment

Creative Director: Leon Zhao

Designer: Garrett Ramsey

Initial meeting notes

Recording

https://wustl.zoom.us/rec/share/YIEc_5pprsx5Q7JiJhmIID2m7yWuLlkClYOnaKFFfNau8Hd
VlaNqLGCN1sVK5wdG.fxGOTr5iEnBhRQ-F

Content architecture

- Home page / introduction
- Behavior
- Habitat
- Conservation effort
- Gallery
- Sources and credits

Tone: warm, thoughtful, and optimistic

Rounded font

Mockup set 1

Color scheme: black and white with bamboo accents

Mockup set 2

Color scheme: green, earth tones