

Creative Director: Ariana Kohl
Designer/Developer: Caroline Blazek
Microsite: Lego Space

Zoom Cloud recording of Ariana and Caroline's initial meeting: <https://wustl.zoom.us/rec/share/s2HunGSltK0acBuS0o4n2Zhb-F-9aLnNCRjDToX6mufnY-VWZTgQXJXyo58m4apc.d853OEZxw3dgePwg>

Initial Meeting Notes

- Have the homepage set the tone of the website
- Visual aesthetics possibly akin to the packaging of lego boxes?
- Geometric font
- Feature various different prominent lego space theme sets
- Maybe have a Build Example page featuring the construction of one of the lego sets. Not intended to be a tutorial for building a lego set but highlighting key moments, not a How-To website.
- Pick one particular lego theme set and have a page focusing on the narrative and featuring the animated versions of the lego set and bringing to life the creator's story behind the set.
- Youtube is good for sourcing these lego narratives
- Different pieces of code create a website like different lego blocks create a larger dynamic user experience
- Build the page in a way where it feels like it is "under construction"
 - So it looks like the Lego guys are actually themselves building the website
 - A bit Meta
- Purpose is for the user to feel like they are exploring the website and learning and having an interactive experience aligned with what actually building lego sets provides
- Gear this site to be enjoyed by kids
- Futuristic feel
- Homepage is pretty introductory to beginning to hook the user and immerse them in the lego space experience

- A lot of opportunities to feature fun buttons and small animations like with the rocket
- Color palette is blue, black, and yellow
- Include a navigation bar but the user can also be provided with other navigation channels like buttons if the designer wants to drive it further.
- Leverage actual lego space storylines to be the driving voice and personality of this website. Capitalize on those backstories.