

Director: Caroline Blazek

Designer: Joshua Ma

Meeting Notes

Topic: Types of Bears

Photos mainly illustrations?

Realistic illustrations to show details, maybe no need for photos

Illustrations of bears and habitat

Vintage Vibe

Background color/color scheme, scrapbook with components

Earthy tones, maybe scrapbook aesthetic, colors should reflect vintage vibe

Tone

Educational but also appealing with personalities, appearance

Highlight more personable traits, personify bears

Name based on scientific name - nickname

Visuals

- Scrapbook textures
- Vintage fonts, organic fonts
- Earthy tones
- Layered pictures
- Nature imagery
- Non-super structural placement, break the grid, not everything perfectly aligned

Mockup 1:

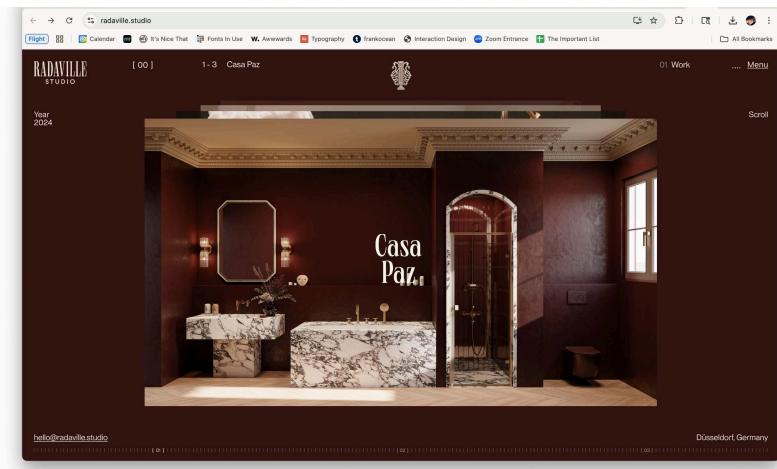
Scrapbook, using illustrations with texture, more dimensional, layering, collaged elements

Mockup 2:

Cleaner site but with vintage colors, more standard navigation, use real photos of bears

*Both should have friendly/intimate feeling (personable, interesting)

Visual Research



SHOWIT WEBSITE DESIGN

A screenshot of the SHOWIT WEBSITE DESIGN website. The page features a hero section for "FRESH BLOOMS from your local flower truck". It includes a photo of a flower truck, a woman holding flowers, and a green car. Below this is a calendar titled "APRIL 2025" with several events marked. The bottom section includes "Private Events" and "Business Pop-Ups". The footer has social media links for @KLESTCREATIVE.

SARAHAKHREST.COM

A screenshot of the SARAHAKHREST.COM website. The page features a hero section with the text "Handcrafted storytelling branding and illustrations - for photographers, creatives, and brands with an earthy soul". It includes a "START YOUR DESIGN JOURNEY" button. Below this is a "WORK WITH ME" button. The bottom section features a bio about the designer, Cindy, and her work, along with a portfolio of hand-drawn illustrations including a bear, a landscape, and a flower.