

## Meeting Notes

Creative Director: Emma Schumacher

Designer: Tully McKenna

Want to communicate the personality of the dog breed with a friendly, soft approach. Using rounded shapes and a person-centered approach, the website will communicate the responsibility and joy of owning an australian shepherd. The website will have multiple pages which deliver a component of the dog breed's background, health, appearance, and more. It will also include a gallery of photos to look through.

Recording