

Creative Director: Grace

Designer: Christie

## **Fast Fashion Microsite: Meeting Notes 2 (11/10)**

- Went with mock up A
  - Revised mock up looks really strong → appreciate the attention to details.  
Eg:
    - The color of the button, page title, and footer match
    - The thread + needle motif
  - To add
    - Rest of the call-out sources (New York Times, Guardian, The Conversation) to the footer
  - Christie has a plan for execution already - eg. will be using Javascript for the images + for the mobile vers, will be making a separate nav bar and hiding the original one
  - Only part she had a bit of pause about: how to implement the button + rectangular bar next to the page title; has an idea for it though and will make it so that it will scale with the page responsively
  - Other suggestions
    - Looks solid right now but if looking for other ideas to break up text: can add call-out quotes
  - What I can help with:
    - Sourcing more images
    - Input on the copy

- Looking for more call-out articles (if necessary)