

creative director: irene shin

designer: cross lawn

zoom link:

<https://wustl.zoom.us/rec/share/qRPqgdATQXGMYEmV ISjCSyEz2s 7jChtOZQID2JBr97eqsXUS0sPCk36L93VhEe.gjkJgQ U0VwX5OMa>

- ❖ minimalistic
- ❖ use ikea colors, but not too overpowering
- ❖ overall white/clean aesthetic with pops of color (take inspo from ikea set designs)
- ❖ contemporary aesthetic to site
- ❖ sans serif font
- ❖ simple like ikea instructions
- ❖ maybe incorporate line art like ikea instruction manuals
- ❖ 5 main site pages
- ❖
- ❖ mockups for next week: start with home page
 - text each other to make sure we're on same page
- ❖ home page is important because it's first impression on audience
- ❖ make sure it's intuitive
- ❖ nav bar is visible and easy to access