Initial Meeting Notes: November 11th

Creative Director: Jack Frischer
Designer: Sarah Rhee

Site with Multiple Pages that's more engaging than a wiki page divided

Home Page/Introduction
Would like a picture of Julia Child paired with a brief introduction next to it (bio)
Navigation to other pages on the top of the page
Navigation Bar should include sections for Childhood/Education, Media Career, Legacy, Awards/Books

Each page should be treated similar to the home page
Type on one side, image on the other
When scrolling, if possible, maybe have the images change (no spaces in between)
Text to be framed in a line (Look at OKREAL site in creative brief)

Visual Language:
Reddish Orange and Turquoise Blue color Palette 9Look at Julia CHild's Cookbook in Creative Brief)
Incorporate patterns (Similar to cookbook as well)
Use serif typefaces, but also modern cool looking serif (want to make the site modern but still incorporate that old time feel) (Look at Typewolf.com for cool sites with serif type) (Think about an old time serif body text, but incorporate something modern in header)
Use black and white photography (both good quality, but also try the tv spots)