

Amber Notes:

Creative Director: Jamie Shin

Designer: Amber Edmonds

Site Topic: Instant Ramen

- For high fidelity mockups:
  - Just the landing page for the high fidelity mockups is good
  - Brief summary of history/origins of instant noodles
  - Less text, more visuals
- Color scheme: was thinking of bright, warm colors - maruchan packaging is a good example, or maybe shin ramen too (red with black accents)
- The overall idea of the website is to educate anyone who is interested in instant ramen: history of instant ramen, how it got popularized, common/popular brands, etc.
- Overall fun and light tone, since the topic is supposed to be more fun