Initial meeting notes:

Creative Director: Jess Ewald
Designer: Natalia Oldezka

Hypnosis Website
- Discussed creative brief
- Additional things we talked about:
    o Include landing page in the beginning with an optical illusions
    o Use optical illusions throughout
    o Desaturated, black and white colors
    o Bold type
    o Focus on uses for hypnosis and things that most people don't know about the subject
    o Use info from wiki but pictures from anywhere
    o San serif type