

## **Initial meeting notes:**

Creative Director: Jess Ewald

Designer: Natalia Oldezka

### Hypnosis Website

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