Jordan Rossi

Initial Meeting Notes

Website- Taylor Swift Website

* Incorporate the Eras colors on the website
* When talking about the albums – incorporate the color themes as a part of it and maybe include imagery from that time period (not necessarily the albums itself, but photoshoots from the albums, pictures, etc.)
* You don’t need to do social activism
* Focus more on the musical career
* For the awards, you can include that in the eras part if you want
  + Make sure to include the highlights from the album/era
    - Grammys, breaking records, etc.
* Use each color from each era in their section
* Use any color you want for the early life section
* You can use one highlight photo for each section of text
* Try to incorporate the third picture on the creative brief document into the eras page