Partner Meeting

Creative Director: Kellen Wang
Designer: Clara Kim
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Project Title: Kansas City Jazz

- Theme and message
  - Making the website design be more based on the communication instead of exact information.
  - Focus on visuals/aesthetics and the way of communicating information through use of strong visual language
- Visual language
  - Color blocking, primary colors like red, yellow, blue, juxtaposed with vintage images and photos
  - Collagey feel
  - Using geometric and blocky shapes as emphasizing design elements
  - Treating the website more through a graphic design approach, rather than an informational website.
  - Taking influence from Blue Note jazz label album covers, their style, color choice, and mix of photographs and design elements.
- Page layout and design
  - Timeline
    - long vertical scrolling of the timeline page, vertical line to represent the timeline going from earliest to most recent events in the history.
    - End timeline with KC jazz's impact to modern culture
  - Key figures
    - Image heavy, discuss more about their contributions to the movement rather than their entire biography as a whole
  - Home page
    - Serve more as a landing page to the other pages, making it stand out with large images and big text, but not have too much information.
- Sourcing
  - Pinterest board: https://pin.it/ihV6LFW
  - Blue note label albums: https://www.youtube.com/watch?v=KNgA7dDs90E&ab_channel=Vox