

Initial Meeting Notes

Marie Foss

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Priya (creative director): House of Gucci Website

- History of brand
- Brand standards, but informational
- Professional audience
- Full-bleed imagery
- Whole collection at a glance
- Fresh/new point of view
- Fits in but separate
- Separate pages: navigation pane at top: clean, stick at the top
- Color scheme: earthy tones, some playful color
- Clean sans serif
- White space

Zoe (designer): Walker Evans Website

- Photos on each page, also in gallery page
- Each photo = link to gallery page
- Navigation across the top
- New, fresh look at the artist
- Thinking about impact
- References:
 - Idean.com
 - Centre pompidou