Initial Meeting Notes

Marie Foss

11/13/19

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