Cher Website

Creative Director: Eva Adams

Designer: Grace Li

Meeting 1: Creative Direction Decisions

- General Burlesque/Glamour theme

- Focus on fashion

    o nothing crazy with copy; Eva will assist with transitions & flow;

- Focus on positive experiences/achievements

    o namely, her transformative & lengthy career, impact

- Colors: black, white/gold/silver, hints of red/pink

    o Sent further images via text (Burlesque type & vibe, Great Gatsby – diff era, but for gold inspo) for additional concept assistance

- Ideas for background: black with 'twinkling' lights (overlay of translucent soft yellow circles)

    o Achievable through image or possibly coding – whichever is easier for Grace

- Ideas for font: Milton Burlesque Font

- Ideas for movement: 'blinking' lights (shadows on circles when hovered on)

- Ideas for layout: one page focus; possible stage at top then scroll to seats on bottom of page

    o Grace & Eva will investigate multi page option, but will likely create one strong page for this project

- While preliminarily offering above theme, open to fresh/new ideas that come to Grace

    o Open communication via text/email after closer review of content

- See our meeting at: https://drive.google.com/file/d/1s9psK8sINuo8nWh2FbuE4pi2NS-sapGk/view?usp=sharing