

Michelle Kwan (Creative Director), Michelle Chen (Designer)

### **Avatar the Last Airbender Website**

- Clarification on response and other media (photos, reviews?)
  - Peoples' response to it (critically acclaimed)
  - How beneficial it is more than just a kids show
    - Touches on a lot of themes that aren't typical
  - Other media (live-action, books)
- Fun informative experience but emphasizing mainly the animated versions
  - Emphasizing world-building and characters
    - Lean heavily on imagery (more use of icons and less text)
  - Audience (mainly for fans so synopsis won't need to be too detailed)
- No strong preference on visual direction but liked how the 2nd example for the first direction zooms in on parts
  - Possibly combining video game and scroll visuals
  - Choose your character moment?
- Could do a deep dive into the history of the world-building in the home page
  - If it doesn't take up too much space
- Nav-bar across top
- Show takes a lot of influence from mythologies
  - Include the animals/creatures in characters
- Categorizing by tribes or just have a huge gallery view with more important characters in the top/front
- Not too many colors for text but could use it to highlight different elements with box glow or smth like that

Michelle Chen (Creative Director), Lou Nordhus (Designer)

## **Ryuichi Sakamoto Website**

- Visual direction is much more on the minimalistic side (almost editorial like feel)
  - Clean lines
  - Try to keep it more clean to reflect his music which is more classical with some experimentation with other genres
    - Can use some colors as emphasis
- Navigation through a nav bar at the top
  - open to having gallery navigation if that looks/works better than a bar at the top
- Gallery view of his works on the discography and film works pages
- More type heavy rather than emphasizing things with images
  - Sans serif type but could use serif/calligraphic like type for emphasis in certain parts
- Color palette
  - Stick to more neutrals/monochromatic scheme
    - Black and white
    - Beige
    - 1-2 brighter pops to emphasize some things but keep the overall site color scheme more quiet/calm
- A more biographical and informational site that feels very classy