

Creative Director: Syd Tran  
Designer: David Kim  
Meeting Brief: Sagrada Familia

#### Design 1: Architecture-focused

- <https://www.slam.org/> -
- Frame this as a design/architectural marvel/why is it so unique
- Informative: artists, designers, students, reference from libraries
  - This is more geared for people who are already know about art and architecture and want to learn the nuances
- serif, ornamental like Baskerville or Adobe Caslon
- Photo focused - more zoomed in detail
- Photo gallery
- Little short facts: the design, materials, influences
- Fake button: learn more at their website

#### Design 2: Travel/Tourist destination focused

- [https://www.tripadvisor.com/Attraction\\_Review-g187497-d190166-Reviews-Basilica\\_de\\_la\\_Sagrada\\_Familia-Barcelona\\_Catalonia.html](https://www.tripadvisor.com/Attraction_Review-g187497-d190166-Reviews-Basilica_de_la_Sagrada_Familia-Barcelona_Catalonia.html)
- “The largest unfinished catholic church in the world” clickbait vibe
- Trip Advisor, tourist website
- Font: san-serif, modern
- More briefing on the destination eye grabby,
- Still use photos to draw people in
- Have a brief bio about Gaudi
- Location (Map grab)
- Event list of sorts or what you can do in the church
- Fake button: learn more at their website