

Initial Meeting Notes: Skateboarding Website

Creative Director

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Designer

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Meeting Link

[Link to the recorded Zoom meeting](#)

Discussion Content

1. Text Guidance

Wiki Article (base)

https://en.wikipedia.org/wiki/Skateboarding#cite_note-98

Article linked in the base article

https://en.wikipedia.org/wiki/Skateboarding_trick

Information outside Wiki to use

<https://cruisincity.com/skateboard-fashion-over-the-years/>

2. Walk Through of the Creative Brief

Goal/Purpose

To Introduce basic information on skateboarding, especially culture and technique

- For culture → film and fashion (omitted the music portion)
- For technique → Ollie, Grabs, Flips, Freestyle, Slides&Grinds
- Total 3 articles to use

Audience

- People who have interest in Skateboarding and want to learn more about it + professors

Message

- “SKATING IS COOL, LET’S APPRECIATE IT”
- “Here are some basic information about skateboarding”

Tone

- Playful, funky, fancy, hippie-ish, chill...etc
- Just how we view the skateboarding activity as something fun, chill, fancy

Visuals

- Want to make use of bright colors, with Blue as main color with yellow, orange, red, green as pop colors.
- Refer to the Thrasher Magazine cover image for color palette reference
- Font style and color palette, and layout should express playfulness
- Want to use photographs/images from the 80s and 90s to show vintage vibe (Retro)
- It would be good if the images could have their background removed (so that there's only clear image of figures), but this processing of image can be skipped if there's too much work
- I will make a zip folder of the photographs I have collected and share it
- Talked about whether making grid is automatic or manual → manually creating a grid seemed too much work, so compromised for having a block of text

Design for landing page

- Want variation and hierarchy in text through different size, weight...etc.
- Compromised to have a video background for the homepage, as it is relatively easy to do and it is cool!
- Menu: Button to each section(page) will be placed at each corner of the homepage

(eg. Film Fashion)
 (homepage)
 Tricks Sources

Design for other pages

- For the technique page, I want the image of a person performing each technique as a button (this image will only contain figures by having its background removed)
- The button will tilt (eg.rotate 30degrees left) when hovered

Font

- Thrasher - ish font only for the homepage
- Arial Black or Helvetica Bold for the rest of the contents
- No Sans-Serif fonts!