

Initial Meeting Notes

Creative Director: Victoria Cheung

Designer: Freya Qin

- No strong preference on layout, but a navbar at the top might help
 - With sub-pages as drop-down menus
 - Separate pages for each topic as listed in creative brief
- Font:
 - Bubbly, fun fonts for headings and san-serif font for text
 - Feel free to play around with the fonts, but try to make the title on the homepage fun and playful!
- A bonus if you can include icons for the sub-pages like for habitat, diet, social organization, etc but no worries if there isn't any
- Homepage:
 - Leaning more towards graphic art on landing page / homepage
 - Actual images to support information on other pages (if necessary)
- Interactive elements:
 - Fun animations could be added, but not necessary
 - Something like a 'click to view fun fact' button?
- Color Scheme:
 - Refer to images in creative brief
 - Neutrals (light beige and brown) with a pop of color (green, blue, pink etc)
 - Color scheme should match with the graphic art on landing page