

Initial Meeting Record
Creative Director: Cindy Zhou
Designer: William Hong
Date: 11/04/2025
Project Title: Aespa Microsite

Tone
Futurism, cool

Layout
Home page with image or video first couple with short text. Use slideshows for eras, key visuals, and stage looks. Add a simple timeline for release.

Visual Styles
Dark base. Add liquid-metal highlights and light glass effects. Use small holographic accents only where needed. A light Matrix-style mood is OK (very subtle "code" textures), but should keep it clean. Type: geometric sans + a slim monospace for labels. Colors: black/charcoal/off-white with rare cyan–violet–magenta accents. Motion: gentle reflections, soft scanlines, small hover feedback.

Message
aespa blends performance, story, and virtual identity into a clear, artful vision.

Direction 1
"exhibit" look. Think studio lighting, glass panels, liquid-metal frames.
Interactions: hover to zoom details, toggle lighting presets.

Direction 2
"Retro cyber" with Matrix inspiration. Terminal-style panels, pixel icons, faint scanlines. Interactions: scroll to reveal light "code rain," click to open avatar files and short world notes. Keep it minimal and readable.



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