

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.

