

Initial Meeting Notes

Creative Director: Eve

Designer: Lily

- Walked Lily through the overall vision I had for the website and what tone I was hoping to convey through it- striking, bold, energetic—but not childish.
- format
 - one-page website that scrolls
 - starts with background about her and then moves more into today and where she stands politically
- content
 - found on the wikipedia page
 - encouraged to source images outside of wikipedia page
- Photography/imagery should be:
 - bold, striking images
 - high quality/good resolution
 - people focused
- Color scheme possibilities
 - deep purple of her campaign
 - perhaps blue to represent the liberal party
- discussed typefaces
 - sans serif, similar to her campaign font
 - modern