

Initial Design Meeting

Creative Director: Laura Weil

Designer: Kate Kim

Project Title: Newtro Website

Notes:

- I began by going over why I picked the topic. This summer, a group in my class presented on this trend, and I thought it offered a lot of fun visual opportunities to both inform about the trend and be an example of the trend.
- We went over what would be included in the site, following my Content Outline.
- We discussed different options for the mockups, as my Creative Brief didn't really differentiate between possible stylistic approaches. We decided to have one version be more playful, with hand drawn elements, similar the first image in my Brief. The second version would be a bit more clean, using photos and clean lines/vector shapes.
- I offered the possibility of including some Korean text in the titles or occasionally throughout the text if she felt they fit! Wikipedia includes the hangul in parentheses after the titles, so if she would like to work with them, she is welcome to, but it isn't a requirement.
- We decided that if Kate had any more questions as she worked, or if I gathered further information or inspiration, we could send them to each other and stay in touch throughout the project!