

Initial Meeting Notes (Zoom)

Creative Director: Claire Cheung

Designer: Fiona Lyson-Carlson

Direction of the design:

- Full bleed in images on the page
- Image focus
- The website's purpose is not a shopping/commercial website
- Going to make sure that the website doesn't get interpreted as a shopping website, and that it still indicates as a more informational website
- Sources page could just be as the footer on every page, rather than a page itself
- The ordering of the pages can go home page→corporate identity→history→about coco chanel→products
- On the same page about the layouts and how the website will visually play out. Designer feels excited that my visual layout idea and overall theme is similar to the visual direction she was originally planning for her website
- Navigation bar will just be a regular nav bar on top that directs to each page
- Each "section"/"topic" will have its own page

Designer Skill set

- First coding class
- Feels capable of creating the visual layout described in my creative brief
- They aren't too worried about not being able to create the general visual layout and tone of the website

For post-meeting

- Text me whenever there are questions
- Both feel like we'll have more ideas, questions, things to say after the high fidelity mock ups

****will update notes, if anything new comes up****