

Meeting Notes

Creative Director: Lu Folsey

Designer: Hannah Peaslee

- My vision: highlight the art itself as a consistent background of the website, while keeping a minimalistic yet artistic style overall
- Original idea was to have the home page background be a moving image or video of the shredding itself
 - Designer thought it might be more feasible to have a stand still image as the background and scroll text over top
- Colors include mostly greyscale, with hovering or accent text in the iconic red accent color
- Would be visually appealing to have the menu bar act as the gold frame just like in the artwork itself
- In terms of fonts, sticking to simple sans serif family for large bodies of text but using more artistic ones for larger headings, etc
- Designer brought up the point of not being able to read text on sub pages because of the placement of the darker parts of the artwork in the background
 - Solution is to adjust the positioning and zoom of the background to create a cleaner area for the text to reside