

Meeting Notes:

Designer: Lena Viersen

Creative Director: Courtney Huang

Topic: Frogs

Visual Voice:

- Going for lots of greens, earthy tones, habitat based.
- Could also take the direction of just frogs EVERYWHERE, since there's so many different kinds and they all look so different.
- Illustration vs photos. Fine with either route, I'm going to let Lena decide what she is called to most. I feel like there are plenty of great photos to work with but also I've seen her illustrations and love her work so either works for me!
- Upbeat, fun, and informational is the tone.
- Focusing on ages 12-25, feel like they'd be most interested in this site. Design catering to them. But accessible to ages older than that.

https://github.com/CourtneyHuang/iffall2021/blob/990ff23d8403f957d6acf38feaea9b42f39a753b/microsite/initial-meeting-notes/zoom_0.mp4