Initial Meeting Record

Creative Director: Campbell Oh
Designer: Sophie Difazio

Notes:

- I was thinking that the layout of the content could be simple and that the unsettling feeling could be shown more with colors and images, so that the information doesn't get too difficult to navigate.

- Some of the buttons could have animations / keyframes, but nothing very complex

- Images can be from the show itself primarily, or official art / promo art. I think concept art could be useful for the production/background section, however.

- I was imagining decorative typefaces for the decorative typography.

- The focus on negative space would be primarily for viewing on computers and tablets.

- Sticking to one color theme might be a better look. I was thinking that the homepage could be light while all the other pages are dark, but the designer can decide which looks better ultimately.

- Because the website definitely wouldn't be spoiler free, the audience may be for people who have watched it and for people who are interested in the show or don't mind spoilers.