

Natalie - Creative Director

Lucy- Designer

We agreed we wanted the site to be Image heavy showing:

- Behind the scenes of the event and red carpet
- 3 pages of the past three years
- Main page with pictures of any event

We spoke about 2 possible visual approaches

- Fun colorful and playful
- Or more minimal
- Lucy is going to start out with both and choose

Type: The typographic approach could also be more minimalis/maximalist but most important to be consistent throughout.

- The Type will be consistent throughout – same typeface hierarchy pages
- Maybe a sleek/modern san serif or Grand or older – serif body type

We spoke about doing a pull down menu if that's too difficult then one on the top.

We're going to start out as doing designs specific for the Met theme for each of the three pages. If one works out well maybe apply it to all the pages. IF not, we can keep them individually designed for each theme.

(We will communicate by text over the weekend)