

**Creative Director :** Lilia Jimenez

**Designer :** Seri Park

## **Initial Meeting Notes\_ The Met Gala**

- Overall fun, fashionable, creative
- before – used to be a big charity, now – all the celebrities get ready for Met Gala wearing designers' clothes, became a grand event
- Ocean's 8 movie based on looting of the Met Gala so it would be a good reference
- Information page / Main page – high fashion, minimalistic, high contrast, etc
- History and Details page – roots of Met Gala, Eleanor Lambert's vision for the event as a charity ball – minimal high fashion editorial looking, its background/historical infos
- Themes / List of Met Galas page – every year, theme exists so under its subpage, list the past themes (more than 5) and express each theme in separate pages (second subpages)– little blurb and paragraph in first page, when click, move on to each theme page
- Most Iconic / Groundbreaking Looks – highlight craziest ones - can pick anything
- Controversy – Highlight issues with the event

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- Main page – navigation bar on the side left, introduce each subpage briefly by section (do not need to include paragraphs if not necessary) \*need to be cheerful and eye catching
- First page – about life, profound tone in the beginning and to the end, changes to fun tone (this could be conveyed through gradient background, or change of typography or dividing the sections), composition is up to the designer, but needs to be consistent with the last subpage.
- Second page(children's books) – fun and exciting tone, choose minimum four books and explain in details, need to include moral messages or excerpts. The focus on this page is to encourage people to actually buy and read the books. The composition should be clear and consistent. Unity is important. One suggestion could be 'zigzag' composition which image on the left and the texts on the right, than the next is the opposite, and so on. On the last section on the very bottom of the page, include suggestions to other books as well as to other pages so that the viewers stay on the website and navigate other contents as well.
- Third page(screenplays) – can have similar composition and style with the second page. However, if one of the films that the designer chooses has a bit dark tone, then convey that tone in that section only and when the section changes to fun film, change the tone again to fun. The focus is same with the second page, make the viewers wonder the full story as well as what the film is like. On the last section on the very bottom of the page, include suggestions to other books as well as to other pages so that the viewers stay on the website and navigate other contents as well.
- Last page – similar compositions or style with the first page, but do give some variations to scroll. Does not need to have only vertical scroll. On the very bottom add pathways to other subpages for the viewers to navigate.