

Meeting Notes

Nina Lawrence – Creative Director

Sophia Daniels -- Designer

- 2 mockups, 5 separate pages on each
 - o 1 dark background, spooky, font could be a bit more modern
 - o 1 similar to a 1700's book on paper (because of the books the brothers published) with the fairytale fonts
- Focus on illustrations and not pictures for both mockups, no pictures from real-world adaptations
- Sophia can use pics from creative brief as reference
- Really want to focus more on the story of the brothers, but use their published works as a creative theme for the website – this is why Page 5 (Popular Tales) is not as important as the other pages