

## Initial Meeting

**Project:** Experience of Copenhagen website

**Creative Director:** Brandon Krisko

**Designer:** Jenny Kim

### Notes:

- Going over the aesthetic concept
  - Sourced from Danish Design
  - Minimal use of additional elements
  - Minimal color palette
  - Use of black/white and use of muted colors
- Pictures of Copenhagen and information referenced in the text
- Clarifying the specific tabs
  - Landing page
  - Geography
  - Cityscape
  - Culture and Contemporary Life
  - Transport
  - Sources
- Not including lots of scrolling
  - Instead interacting via links
- Designing layouts for each page – similar across pages

### Next steps:

- Designing mockups
- Referring to creative brief and topic outline for additional information/support
- Reviewing mockups in context of what was discussed in this meeting