

## MEETING 3

### Design

- The title typeface is heading in the right direction, but needs higher weight contrast and less negative space.
- Incorporate navigation bar into the composition. Add captions that give a very brief description of what each subpage is about.
- Make sure his name is incorporated into the home page composition with substantial presence.
- Arrange text and images to fill out the composition. Images and title text should both be BIG while the supporting text should be small but not lost (still noticeable and legible).
- Work in black+gray+white+1 color palette system. Remember to add variety to each subpage while maintaining cohesion.
- No gradients.
- Reference pinterest board for typeface inspiration, image treatment, color system, composition breakdowns, and tone/impact goals: <https://pin.it/5PjsGYS9w>

## **MEETING 2**

### **Across the board**

- Greater typesize contrast
- Header Typeface
  - Bold
  - Impactful
  - Expressive, but not playful
  - Strong
- Body typeface
  - Sharper
  - Cleaner
  - Consistent text treatment (color
- More images and more powerful image presence

### **Homescreen**

- Mockup B (VISUAL) navigation
- Experiment with background image and design treatment
- Hover states

### **Subpages**

- More effective composition
- Less negative space

## **MEETING 1**

### **Focus on ACCOMPLISHMENTS and LEGACY/IMPACT**

- Showcase
- Hall-of-fame-like appearance/tone
- Cohesive but expressive-by-topic
- Personal

### **Homepage**

- Image-driven
- Bold
- Expressive (appropriate)

### **Subpages**

- Text-driven
- Visually-distinct but still cohesive
- **Body-building**
  - **Visual**
    - Dramatic lighting
    - 70s color scheme
    - Bold-powerful
    - Beautiful
  - **Information**
    - Body-building journey-prime
    - Impact on the sport
    - Influence today
- **Acting**
  - **Visual**
    - 80s
      - Retro
    - Movie poster
  - **Information**
    - Becoming an actor
    - About the movies
    - His role in the movies
    - Reception
    - Success
    - One-liners
    - Public-image / personality
- **Political Career**
  - **Visual**
    - Red-white-blue
    - Campaign designs
  - **Information**
    - Issues of the time + his stance (State and Country)
    - Campaigning
    - What he did as Governor