∫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