

Meeting Notes

Creative Director: Rohit

Designer: Bersabeh

November 9, 2018

- Website serves informational purpose
- Mix of pictures and text that show beauty of landscape
- Include pics and text from wikipedia - allowed to use images from google as well
- There is opportunity to establish a relationship between images and the subject - history of Pacific Crest Trail could be black & white, and newer images can relate with present day updates on trail
- Progressive feel, almost like a narrative as we progress through pages