

Microsite Nov 5th Meeting Notes

Creative Director: Ella Jang

Designer: Jennifer Alexander

1. “The Craft” Section

- Replace the current patterned background image with the black & white photography used in Mockup A
- Keep the pattern element, but use it as a decorative detail, not the main background

2. Material Guide Section

- Update the material guide image style to match the visual treatment used in the technique images (same tone and scale)

3. Pattern Usage

- Retain the pattern element as a consistent visual motif throughout the site
- Consider increasing the frequency or density of pattern elements as the user scrolls, to create a dynamic visual rhythm

Overall Style Direction

- Maintain simple and clean design elements
- Continue using the current color palette, as it works well with the minimal layout