

Second Meeting Notes:

Creative Director: Katie Schneider

Designer: Jack Frischer

11/14/18

Notes:

- Higher contrast between the body text and the background
- More space around text and image
- No orange
- Pairing colors more closely, with same type of hue
 - Harry potter book page: light blue background, dark blue image
- Large paragraph text too large for paragraph
- Try Sans serifs, because the serifs seem to get lost in the texture of the background, but could be fixed when the value of the background is darker
- Don't scroll to finish seeing image or body text
- Large header type looks weird against background and photo, because they are too different colors and the texture and the photo cause a lot of disruption in the type