Initial Meeting Notes

Creative Director: Sara Berman
Designer/Developer: Alex Ngo

Amy Poehler Website

We discussed the creative brief and how the website should be both simple and bold with colorful and large text being used an imagery. I told Alex that he should focus on how the text can be interactive and show both the bright and colorful personality that Amy Poehler is while allowing the rest of the copy to be clean and organized emphasizing that her work should be respected and taken seriously.