

Design Notes

Isa Wilson (creative director) for Grace Kahler (designer)

Meeting Recording:

https://zoom.us/rec/play/zcE4jh-vkU2tm1Q8q77TA5bLsZYzJo-tKinNI9-QmMgdToZYvngnPPBCGUulpOMVwHe2Pk-ojPKI4Wps.za1zgL9DrOqWO6Dq?canPlayFromShare=true&from=share_recording_detail&continueMode=true&iet=Ac7nLSHmnN_bbS5Hxm7k8ob87nE4UGbVq5JHhjNnDDI.AG.25rwzj2TUZcikK5VVDS6R3bAxq_BnkLT6GJnYmAeuUZTTselCmtqPzNFDvq0AU62y1OFu2Xe4-Sxh4xAyC9aQbttsojaRG7RZbPX5y15h9wf-pALBgsR-XErvr4unQ.DLfa-9R-ssTib7wV4qbcrQ.q79uZDWe9z3Rz6KH&componentName=rec-play&originRequestUrl=https%3A%2F%2Fzoom.us%2Frec%2Fshare%2F9Da3KLqOc6EoxdL6Z47qPnsLC2mz4zuSp1bVKBMkCNgNYqBlgZxP5o_7iFMUCCEG.QzhK6YkWFdJIraJv%3Fiet%3DAc7nLSHmnN_bbS5Hxm7k8ob87nE4UGbVq5JHhjNnDDI.AG.25rwzj2TUZcikK5VVDS6R3bAxq_BnkLT6GJnYmAeuUZTTselCmtqPzNFDvq0AU62y1OFu2Xe4-Sxh4xAyC9aQbttsojaRG7RZbPX5y15h9wf-pALBgsR-XErvr4unQ.DLfa-9R-ssTib7wV4qbcrQ.q79uZDWe9z3Rz6KH

- Dividing into 3 categories musical career (one direction and solo career), acting (don't worry darling and my policeman), and activism/icon through social media and fashion
 - Option 1: Visual theme follows Fine Line album (pink, blue, white colors - found on first image on the creative brief) include description at top and then standard web format talk about pillars of his career with alternating images - timeline included in each page
 - Start with hero (this is Harry Styles)
 - Move to description of him in color block
 - Include pillars of his career (music, acting, activism)
 - Footer
 - Other page: music, acting, activism
 - Each page: hero image with name of category, description, timeline (modern aesthetic reference image 3 in creative brief), footer
 - Option 2: Set it up like Harry's house (different rooms are colors of different albums - click through to see each aesthetic - timeline included in each page)
 - Start with hero (this is Harry Styles) - include house imagery (top of house)
 - Move to description of him
 - Layout of house with rooms - each room has different imagery of albums - Harry Styles album, Fine Line, Harry's House - with buttons linking to different pages
 - Footer
 - Other page: music, acting, activism
 - Each page: hero image (associated with album image) with name of category, description, timeline (modern aesthetic reference image 3 in creative brief), footer