

Initial Meeting Notes 11/03/22

Roles Creative Director: Audrey Engman

Designer/Developer: Sarah Wang

FRANK OCEAN WEBSITE

Notes:

- Overall bright colorful pop aesthetic to emulate his album covers and merchandise (included in previous project overview)
 - Mix of Blonde album aesthetic and DHL/In my Room singles
- Should feel **more avant-garde than templated** (maybe nav bar doesn't go up top). Overall non-traditional
- Was thinking of including photos of him mixed with bright graphics
- Love the type faces in Blonde album cover and DHL and In My Room single cover (if you wanted to go more artistic route)
- Structure:
 - Home Page
 - Channel Orange
 - Blonde
 - Other page(s): most popular singles (flexible about this structure though)
- Really cool icons on DHL album cover
- Biking (Solo) song sound could be incorporated