Initial Meeting Record

Evelyn Tham (CD) | Kevin Kan (Designer)

*meeting during breakout session in class; not recorded

Topic: Rhinoceros Hornbill

Page layout:

1. homepage
    a. include introduction and taxonomy (general information)
2. physical description
    a. can use lots of close-up images of the hornbill
3. behavior
4. conservation & cultural significance

Concept 1:

- Colors: bright; utilize orange & yellow seen on bird
    - green as a neutral color for backgrounds, etc.
- use funky/blobby shapes as another design element, esp. for background
- typography: sans-serif (maybe a variable one?), plus another expressive type that resembling the funky/playful shapes
- generally playful and colorful
- page design: grid-like layout & have shapes break out of the grid
    - can have some creative freedom with how everything is structured



Concept 2:

- page design: images/content contained in boxes mostly
- more image focused; simple & digestible layout for younger audience
- typography: also sans-serif
- maybe more serious/educational tone
- could have hornbill silhouette as a design element, layered behind boxes?
- creative liberty with colors ☺

