

## **Meeting Notes - 11/1/23**

**Creative Director:** Caroline Kopsky

**Designer/Developer:** Jane Zhang

- Supposed to be a fun and “airy” website — it is not documenting/displaying any super deep/difficult/hard to process information
- Use lots of color to keep a “fun” and “nostalgic” feel to the site
- Use lots of images
- Title page could have a van that drives across when you open it up with the title on the van
- Could have a fun play on the “VW” symbol.
- Modern, sans-serif fonts
- Clean look — do not want it to look like a 70’s website, instead I’d like it to document the era with a modern/21st century design
- Different eras of the vans could look like a timeline on the navigation bar
- Navigation bar should be something different than a top-of-the-screen bar — perhaps a sidebar that swipes in and out upon hovering
- I expressed how I would like to leave the site pretty open-ended so that she could be as creative with it as possible. I just want it to artfully showcase the VW van as a cultural symbol throughout a period of time
- We exchanged numbers and talked about how if anything comes up, we could text each other with questions/new ideas for the site