Creative Director Meeting – Anna Dorsey
Designer - Aleeya Seeley
10/28/26
Meeting time: 10:03 (15 minutes)

Meeting Notes:

- The website should be portfolio-adjacent, capturing the work and career of Norman Rockwell
- The site will be very focused on imagery, particularly his artworks
- The general dynamic will be minimalist, like a museum's website
    - The Kemper Art Museum is a good reference for this, https://www.kemperart.org/
- Background should be subtle, colors like white, light grey, or cream
- Accent colors are those often displayed in his works, including light brown, red, and black
- There is a consistent trend of two lines with a circle in the middle throughout his work, this would be an appropriate motif to incorporate
- The typeface should be like a museum placard font, very clean and elegant
- Any text from Wikipedia page can be altered, but it is not mandatory
- There should be a bar at the top with links to each page, one page can be eliminated if there is too much content
- The landing page shouldn't be very long, it should include an overview and one image (like Rockwell's portrait)
- The images tab can be a long page. Including a button-adjacent idea where hovering over an image would transform it into a block of color (grey/cream) rather than the image, and then display information about each piece

**We did not record our meeting, but will plan to in future conversations