

Initial Meeting Notes

Creative Director: Samantha Brotman
Designer: Griffin Xu
11/13/2019

Project Title: Fallingwater Website

1. Project overview

The goal of the project is to show the uniqueness of Fallingwater. It will be generally informational. Information about the creator Frank Lloyd Wright can be included in a tab but focus on the architecture itself more.

2. Message

Make sure that the audience will understand the influence and uniqueness of the design of Fallingwater in American architecture and how that aligns with creator Wright's intention—the integration of nature/ land and architecture. Could also mention the construction process as it went over budget.

3. Visual Style

Clean design and Modern architectural website look in the examples overall, but keep the warm color scheme of the architecture, as it has a relationship with nature—the waterfall and the forest.

4. Next Step

After I finish building website's mockups, we will touch base and get feedbacks. Will have at least one more meeting before Thanksgiving.