

Creative Director: Katherine  
Designer: Lacey

#### Description

As a **Creative Director**, you will facilitate a short zoom meeting with your designer (as documented in the 'Creative Director <=> Designer Relationships' reference below) to present your topic and concept. Cloud-record the meeting. If you meet in person and can't record it, indicate as much in your notes. Make notes about the decisions/consensus the two of you reach regarding how to approach two sets of high-fidelity mockups. In the meeting, be prepared to discuss the topic, the concept, and ideas for possible treatments. Post your notes immediately after the meeting so your designer can use them as a reference. **Make sure your notes include the names and roles for both participants.**

#### Topic:

- women's national soccer team
- 1999 squad who played in the world cup that year
- tone: inspiring and informational
- content: historical background, the roster, a bit about the womens 1999 world cup, impact/legacy (most important part)
- Scrolling
- No nav bar
- Like a story

#### Concept:

- Archival-like
- 90s magazine
- Sports illustrated 90s

#### Ideas of high-fidelity mockups:

- Similar, but different proportions
- Highlight legacy - advocacy
  - Founded the first National Soccer womens league
  - Title 9

As a **Designer**, you will be responsible for creating two sets of high-fidelity mockups based on the topic, creative brief, and meeting notes provided by your creative director. (Upload these using the assignments below). Each set should include, at minimum, **a mobile view and a desktop view** – but work with your creative director to determine what views are necessary to communicate the visual treatment. Do you need to see the home page and interior page in order to demonstrate how the site will work? Is there a particular page of the site that deserves special consideration?

**The Creative Director will post the meeting notes.**