

Creative Director: Dee Cea

Designer: Emily Hanson

NOTES:

- Designer feels confident in the direction given with the creative brief, and neither designer nor director had very many questions/suggestions off the bat. Both agreed to message each other on slack once more questions came up during the drafting and creation process.
- Axolotls are very fanciful, and so the designer will experiment with including illustrated depictions of axolotls, and not just photos, to compliment that whimsy.
- Because the page will include a lot of images, the designer will bring mockup of different formatting ideas for how images/text will relate to each other, for continuity of design from page-to-page. (Not expecting every page to have the *exact* same formatting, but don't want them to look divorced from each other either.
- Copy can be taken just from the wikipedia, but if more copy is needed, that can be taken from some of the external links listed in the footer of the wikipedia page.
- Not grim, but a darker color palette will be used in the final page concerning Habitat Destruction and Endangerment to signify a slight shift into a serious tone.
- Designer likes the idea of using clickable images to navigate from the home screen, and will move forward with that.