

Jellyfish Website

Creative Director: Skye Wang

Designer: Joohee Kim

Initial Meeting Notes:

- Focus on design and visuals, while also balancing information and readability
- Sections to organize
 - Scrolling single page, introduction at the top and sections
- Elegant, cool aesthetic, underwater background
- Modern
- No gradient
- Photograph to full background?
 - Doesn't have to be, but should be central in the introduction
- Light to dark as you scroll
 - Darker, cool blues.
 - Jellyfish can be any color
- Text - Flowing around the jellyfish