Creative Director: Selah Pabon

Designer/ Developer: Echo Dong

Meeting was had in person

Meeting Notes:

- Really positive initial reaction to both mockups
- Definitely leaning towards the lighter aesthetic—I love the color scheme, layout, image and typography choices
- On the main page, maybe just include the New York Times Bestseller books under the "Best Sellers" scroll tab—having four of her books will end up feeling repetitive because we will see them all again on the "Books" page
- The "Books" tab/page could be organized a little differently; Maybe the sections could be more like "Released under Alexene Farol Follmuth," "Atlas Six Series," "Upcoming Releases," etc.
  - She hasn't published a whole lot, and it would be visually boring to just show the same covers repeatedly, so more specifically labelled sections could work better
- One thing that I liked about the other darker aesthetic was the little golden frames behind the images of Blake. Maybe we could incorporate something similar into the lighter aesthetic one? Especially just because the photos not against a black background don't stand out as much/ feel kind of bare. I liked how in the other design direction, it felt as if the photos were slightly lifted off the page.
- I also prefer the "Author of speculative fiction" caption over the "Learn more about me and my books" caption under the title.