

Ciara Greene: Creative Director

David Bromberg: Designer

11/13/19

Project: Snow Leopard Website

Notes:

We agreed on a clean simple look with full-bleed images with overlaying text. We agreed that <http://www.alexhonnold.com/> is a good website to reference for the aesthetic I am going for. We liked how on his website, some of the pages scrolled into multiple full-bleed images with overlaid text. We discussed the importance of including pages that discuss: Distribution & Habitat, Behavior & Ecology, Hunting & Diet, Life Cycle & Reproduction, and Conservation Efforts. We agreed that the site is meant to emphasize the importance of protecting snow leopards and should look clean and sleek.