

Topic: Quokka

Initial Meeting Record

Creative Director: Lily Park

Designer: Thea Davidson

Visual Elements & Color Palette

- Brown, beige, green = overall welcoming vibes
 - Show how “cute” Quokkas are, more of a fun topic
 - Pastel, bright colors as point colors if needed
- Background colors can be more pastel, light colors or monotone since the Quokkas are already very “cute” and grabs attention

Type Choices

- Cute, round for overall display texts
- Information can be serif or sans-serif, more simple than the display texts

Page-Style/Layout

- Sections: About Quokkas, Habitat & Lifestyle, Conversation Status and “Selfie” Page
 - Habitat & Lifestyle + Conversation Status can be in same section or different = don’t really have a preference
 - Dedicated page for “selfies”: have pictures of the “selfies” that people take with them
- Have a nav bar in the middle of the page = divide into sections
- For High-fidelity mockups: one for landing page and one for another section or can be two different variations of the landing page
- For landing page, illustration of quokka