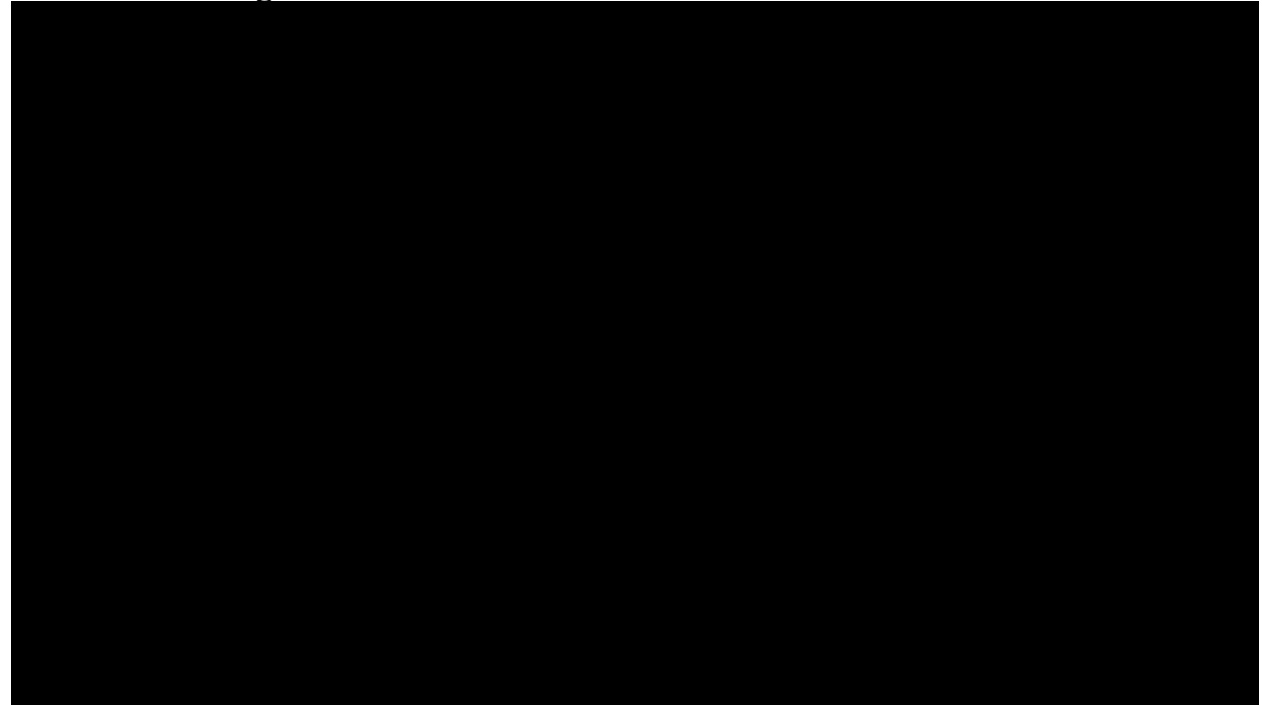# Initial Meeting Notes: La La Land Microsite

Creative Director: Arianna Shekhani
Designer: Julianys Echevarria

Zoom recording:

- Leaning towards having a landing page when you first get on the site, rather than a home page with brief text on it
  - Landing page would have a central, iconic image of the movie along with its title
- Each individual page would go into details of plot, cast, production, etc.
- Plot page
  - Synopsis of the movie
  - Key moments of the film and how key symbols like color played in the scenes
- Cast page
  - Lean towards realistic imagery, so headshots probably
- Production
  - This is an interesting page that details how the film was conceptualized and the challenges that were faced in order to get the film to be produced

- o Highlighting directorial decisions in certain scenes
    - ▪ How iconic scenes were filmed
    - ▪ One take scenes
- Soundtrack
    - o An important part of the movie!
    - o It would be cool to have snippets of each song play when either hovered over or maybe there would be a play button or link to listen to each song
- Reception
- Sources
- Visual style
    - o Could lean in two directions
        - ▪ Vibrant, grand, saturated colors
        - ▪ Or inspired by 1940s-50s LA, taking inspiration from design trends that were happening then
        - ▪ Or maybe a combination of both directions?