

Violet Holah - Creative Director

Florina Yu - Designer

Overall tone: grid like, rigid, design, “harsh”

Page setup: All one page and in different clickable “blocks”

Blocks and grids

Color: grey, concrete, white, black

- **Accent color of maroon to mimic rusted metal**

Emphasis on concrete texture/colors

- **Rigid lines**

History

Design

Failure of it

Legacy, most important

- **Biggest “block”**

Is there a particular page of the site that deserves special consideration?

- Legacy and lasting impact

Idea 1:

Focus on rigid block elements, all same size, more uniform industrial feel

Idea 2:

Have the blocks change size with legacy being the biggest block, maybe this block is in maroon

