Link to Meeting Recording:

https://wustl.zoom.us/rec/share/idqEbXW30Ya151ScEp77PRW-ZZoGdlzU
KXkbFQ39BUgtdSarx1jEdpJPhQrRTsv-.ADttDL7I6LmQhQWy?startTime=1
730304887000

## Interaction Design Microsite Meetings

Creative Director: Grace
Designer: Ayah

Takashi Murakami - Japanese artist

10/30

- Crazy, maximalist, clean typography, modern design
- Inspired **superflat** movement
- Highlight importance of artists working together (lots of cool collaborations)
  - Redefined art coinciding with business
- Highlight collabs and superflat
- Artlife website inspo
- Black and white OR whole website is as colorful and crazy as his work
- Lots of images to showcase his work
- Layering?
- Change cursor into flower if possible

Here is an explanation of superflat by Takashi Murakami:
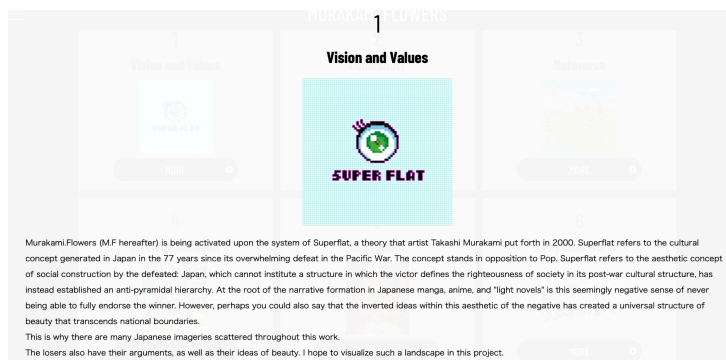
Option 1 - Minimalist, clean aesthetic
- Refer to image 1 in creative brief
- Black and white color scheme only
- Sans-serif typeface
- Image heavy

- <u>Purpose</u> - images of the work get to speak for themselves when used against a black and white, non-distracting web design.

Option 2 - Maximalist, colorful aesthetic
- Refer to the "Sarah Moon" typography image or the Billie Eilish Collab with Uniqlo image
- Vibrant color choices for typography
- More reflective of the graphic and intense colorization of Murakami's work
- <u>Purpose</u> - for the viewer experience to be overwhelming with color and exuberance.