

Meeting Notes

Participants:

- Heesoo Cho
 - Anika Nobles
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Discussion Summary:

1. Design Overview

Heesoo expressed appreciation for the design, noting the creative effort involved. He requested that Anika walk through her design choices before he shared feedback, aiming to better understand her intentions and avoid any misinterpretation.

2. Design Choices and Questions

- Anika noted her use of black and white colors, unsure of which Disney logo style (e.g., castle or another variant) would be most fitting, so she experimented with both.
- She mentioned challenges with color placement in her first design, expressing a desire to add more color but struggling with where it would work best.
- Anika also raised a structural question on whether to separate categories or keep everything on one page, as she wanted clarity on layout direction.

3. Feedback on Density and Visual Flow

- Heesoo observed that the dense content could feel overwhelming, particularly with lengthy sections like history and background. He suggested using short one-liners with “learn more” links to avoid overwhelming viewers, comparing this to Apple’s approach on their website.
- He encouraged breaking up the dense information with imagery, mentioning that a visually engaging flow aligns better with Disney’s vibrant brand identity, which emphasizes vivid visuals and movement rather than text-heavy content.

4. Specific Design Praise and Ideas

- Heesoo highlighted how Anika’s use of cornered elements evoked an “antique TV” vibe, which fit well with Disney’s history theme. He suggested possibly adding a film border around certain elements to enhance this nostalgic effect.
- He praised her integration of the “100” graphic with Mickey Mouse ears, noting it as a clever touch for Disney’s cultural impact.
- Heesoo also loved the color scheme in her second design and encouraged experimenting with subtle Mickey Mouse-inspired details, such as rounded “ears” on graphics, which could add a playful Disney touch without being overly obvious.

5. Navigation and Usability Suggestions

- Heesoo recommended adding a navigation bar to guide users through the content-heavy design. Given the scope of information, he felt this would provide

structure and help avoid overwhelming users. A nav bar, even if minimal, could create a clear, intuitive flow from one section to the next.

6. Support and Open Discussion

- Heesoo invited Anika to share any specific concerns or expectations she had moving forward. He reassured her that given the extensive content, he was available to support with any technical questions she might encounter.
- Anika indicated she might have technical questions later on, though she'd need to dive deeper into the work to identify specifics.

Next Steps:

- Anika will proceed with the design, considering feedback on breaking down content density and adding visual elements to enhance Disney's playful and vibrant brand.
- Anika will experiment with color placement and Mickey-inspired design elements.
- Heesoo will provide additional support as needed, especially on technical aspects as Anika progresses.