

Notes:

Creative Director: Arielle Meisel

Designer: Meera Bharat

- Different from official Mean Girls site:
 - Sans serif font is a bit bland → maybe a typeface with a bit more personality but still very legible
 - Maybe can also use magazine-cutout letters as pngs?
 - Mixing typefaces could be fun but don't need to get too crazy with it
 - Different color palette → maybe incorporate blue, green, or purple?
- Can also reference Olivia Rodrigo's album cover
- Original Broadway cast and current touring cast-Meera gets to decide where they go and how to display them (on home page or page 3) or not to include them at all if it's too much
- Also Meera can decide whether to include 4 with 3 or keep 4 as its own page

Notes from class 4/5

Mockup A:

- Handwritten/handmade-looking elements are all really good! I'd love to see more of them towards the bottom of the home page and on other pages as well to carry the scrapbook theme through
 - I especially LOVE the "Mean Girls" header with the magazine cut-out letters!
 - For example, maybe adding drop shadows to the "polaroid" photos could help add dimension
- Layout works well; it is clear and effective
- I like the color palette - maybe you could try incorporating the colors into more elements of the site, like changing background colors or text colors, to differentiate it even more from the official site?
 - But this might also make it too busy, idk!
- Transitions very well to mobile version, I like the hamburger hidden menu

Notes from class 4/12

- Text hierarchy is great!
- Maybe try getting rid of the underline? Actually, I like how it divides the sections. TBD
- Maybe push margins in more so that the bigger chunks of text are a little bit easier to read
- For logo: maybe use their faces or official logo (both found on program)
- Add more scrapbook/handmade elements for more personality
 - Maybe try adding stickers around the page sort of as the background? But don't worry if that's too much
- Awards/nominations can definitely be formatted as a list (see below example)
 - If it's too much, just the awards that were won would be fine

Tony Awards

Best Original Score – Jeff Richmond (nominated)