

Mockup Review Meeting Notes

Creative Director: Damie Choe | Designer: Erin Yonak

11/20/19

Project Title: Georges Méliès

- I enjoy the black and white visual language — it enhances clarity and highlights the importance of the content
- I appreciate the effort in finding black and white photographs of Méliès, and I also appreciated the treatment on the home page of cutting out his image into a PNG file — it evokes the kinds of special effects he was famous for
- I do think there's room for more play with fantasy imagery + color to contrast with the black and white visual language
 - I would recommend using decorative framing elements (see title image at end of document), or using colorful PNG elements derived from some of his films
 - He appears to have been partial to planetary images, underwater imagery, and “magical” creatures, e.g., fairies
- To enhance the user experience, you might consider exploring hover states for buttons
- While I think the sans-serif typeface for the body is appropriate, I would recommend a different font for Méliès' name on the home screen — something more extravagant to reflect the theatrical nature of his work
- In the body copy, I would remove the number citations from the original Wikipedia page
- When using photographic images, I would keep all the photos black and white
- One formatting possibility would be to make the site one continuous page to use the fading effects that evoke his special effects contributions
- I would consider removing the search function because it seems difficult to build
- I would also consider maintaining a consistent photographic image width across pages
- I would also add image captions underneath pictures
- If you can't find high quality images of his work online, I've added some library titles below in which there are probably usable images of his work
 - From Méliès to new media : spectral projections / Wendy Haslem
 - Olin A stacks, PN1993.5.A1 H283 2019
 - Georges Méliès : the birth of the auteur / Elizabeth Ezra.
 - Olin A stacks, PN1998.3.M45 E97 2000
 - Georges Méliès / Présentation et bio-filmographie par Georges Sadoul
 - Olin A stacks, PN1998 A3 M43
- Other resources:
 - The full 10-minute film *A Trip to the Moon* (1902)
 - <https://youtu.be/7JDaOOwOMEE>
 - A video essay on the special effects he developed
 - <https://youtu.be/xGBHi3gejuM>
- Below I've also added just a few more visuals for inspiration:

