

Creative Director: Hannah Leibovich

Designer: Ray Brody

- Several pages focusing on various aspects of the park
 - Pages are picked out and listed in my content brief but specific copy for each page is super flexible
- Want the site to incorporate images in each section to show the topics being discussed (ex: a photo of the valley/el cap/half dome in the geology section talking about the rock features of the park)
- Contemporary feel with subtle old western-esque moments (think a display slab serif)
 - More focus on modern, clean outdoorsy feel - just small moments of older feeling
- Slack is a good method to communicate!

Zoom recording:

https://drive.google.com/file/d/1ZUbeBw91rqCF_Ji78_4_-uH4V4O3y_NM/view?usp=sharing

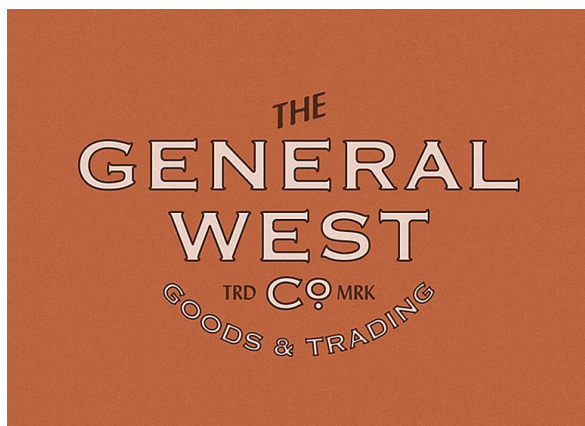
More website/design references:

<https://www.patagonia.com/home/>

(I like how the type in this example is mixing the modern feel with the older sophisticated serif)

<https://100.hanwag.de/>

(I like how this site mixes the sort of retro/granola stamped elements with the sleek interaction but I also realize this is super complicated - just an example of the balance I was imagining between contemporary and outdoorsy feeling)



Same idea for both of these images - they have a clean minimalist feel but still evoke a bit of that more playful side of adventuring