

CREATIVE BRIEF

Alex Koehl
11/13/19

Meeting 1: Creative Director for Jefferson

Similar to a concert venue kind thing
Maybe include the schedule within it
Talked about consolidating some of the pages as proposed in my content document.
Going to be a more traditional website with the aesthetic of the team.
Cover page/cover image consistency
Exchanged numbers and plan to answer questions by phone or in studio.

Meeting 2: Designer for Isabel

Not here. Reaching out to find out.