Initial Meeting Notes
Darcy Lee (Creative Director)
Prajwal Adhikari (Designer)

Met in-person (no recording)

- simple, clear, playful design
    - balance between simple presentation and accurate/scientific information
- squiggly shape language
- using the shape/motion of the worm as a feature of the website
    - ex. navigation bar, squiggly worm/segment of worm used to indicate the current page of the site
- I need to ask if doing my own illustrations is allowed
    - if so, I can make custom images for the site
- neutral palette/earth tones/nature/green color palette
    - alternatively a palette that reflects the colors of different worms, maybe across different pages
- image treatment
    - illustrated images if possible
    - png images (no background) OR “framed” images (with border)
    - similar to *Alice in Wonderland*’s rabbit hole — sense of discovery with picture frames and doors
- typography
    - storybook quality, serif text, a little more “fun” feeling
- communicating through text