

Initial Meeting Notes

Creative Director: Cross Lawn

Designer: Tuesday Hadden

Meeting Recording:

https://wustl.zoom.us/rec/share/nd-IQTX3Ste6M3p48VSKlamFdM-fwUkDDnWclQC6s1VKn8-a_CkqgZT8zmdvuINE.iBSV8z0IbefemW0K?startTime=1667515185000

Content Outline Overview

- Home Page - relatively simple w/ large, attention-grabbing image, title text, and an easily legible navigation bar to the other pages
- General Overview
- Play Overview
- Development History
- Reception
- In Popular Culture
- Can reach out to cut down content from sections if needed

Creative Brief Overview

- Illustrating success as a game but with a focus on community
- Fun and welcoming
- Potentially incorporate bold red title type like the D&D logo
- Potentially incorporate images of tabletop game items throughout pages (especially with “Play Overview” page)
- Balancing fantasy elements with an appealing contemporary lens

Mockups

- Two different takes on what a non-home-page would look like with content
- Visible navigation bar