

Creative Director: Yuechen Zhang
Designer: Sophie Lee

Microsite Topic: All Kinds of Spicy

Main points from the meeting:

Typography

- I like how for the “facts” section, the hierarchy of information is beginning to work through in typography! I do think less information on the screen at any one time would be helpful, leaving more time and visual space to encourage scanning the info, also the body type could go slightly smaller and lighter!
- We could go over display typeface choices for something more playful! Right now I can think of Freight Text Display / Swear Text Display / Lust Didone... something like that might work out, just for reference!

Image treatment

- I love the image you found for the Nashville Hot Chicken, it feels similar to what we both liked in the first place in the reference sites. I think a same or similar style of imagery would work for the rest of the site.
- I appreciate that you kept trying with the receipt idea / spice level signs. To unify the visual style in a quick gesture, maybe a ripped paper border for the image frames and for the receipt would work as a motif across the site.

Navigation

- You don't necessarily need to do a horizontal scroll for the recipes! A vertical scroll might work just fine and fit with the pattern you've established in the sauces section.
- A unified typographic treatment of the section headings could work better for navigating the site!

Scope the project down to what feels comfortable and manageable!