

### **3/29 Notes**

**Creative Director:** Mengxi

**Designer:** Arielle

#### **Design Aesthetics:**

Organic, colorful, but simple shapes (do it with illustrator first and paste the images in?)

Different cockatiels' cutouts

Modern ui/ux design

Choose of color palette (from colors.com?)

**Navigation Bar:** cutouts of birds in different gestures, movements

**Home Page:** Attractive, Playful, A paragraph of cockatiel description from wikipedia

### **4/12 Notes**

#### **Design Element:**

- The dots in pattern design can also be the division line of each paragraph, to unify the overall design.
- Limit the color palette to 4-5 to avoid overwhelming visual effects

#### **Layout:**

- Paragraphs don't necessarily have to be on the same vertical line, shifted from each other a little bit to have a more dynamic page.
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#### **Navigation Bar:**

- Cockatiels can be different individuals to add playfulness

Put Navigation Bar at the top so that it can be more directly seen and accessed

#### **Content:**

- Adjust line height and appropriate distance between each paragraph
- Images of different breeding in the mutation sections
- Can delete redundant information from Wikipedia