

## Meeting Notes

Creative Director: Echo Dong

Designer: Mitchell Sampson

We met online during class time briefly and talked about my vision for the microsite.

**Topic:** I introduced the concept of Bioluminescence and basically, it's a term that describe glowing organisms. And there are many functions and benefits of being bioluminescence.

**Content/Layout:** Ideally, the designer can complete 3-4 pages and a navigation for the microsite. Page 1 is Introduction, which covers what is bioluminescence, brief explanation, and a quick overview. Could potentially include more scientific explanation. The purpose of this page is to give the readers a basic sense of what bioluminescence is about.

Page 2 is about bioluminescent organisms and showcase how they glow. I want to show a diversity of bioluminescent organisms from a variety of species.

Page 3 is about Ecological Function and Purposes. So what is the biological advantage of being bioluminescent and some case studies of real-life examples. Could potentially include some interactive animation.

Page 4 is optional, and it can include some human application of bioluminescence and how it benefits human life.

**Visual Style and Inspiration:** I asked the designer to look at the design brief for detailed visual requirements. But I also briefly talked about the general atmosphere I want to create with the site, which is mysterious, intriguing and educational. Ideally there would be some glowing effects or dark themed visual to convey the wondrous nature of bioluminescent creatures.

The primary resource should be the Wikipedia page, <https://en.wikipedia.org/wiki/Bioluminescence> but the designer is also welcome to conduct secondary research for more details about the topic.

I also included some photos of the visual I'm striving for.

