Microsite Meeting Notes

Maddix Cradlebaugh: Creative Director
Sophia Russel: Designer
Microsite Topic: Cedar Point

This meeting took place in person

Overview
- This microsite is intended to be informational, but in a way that paints Cedar Point in a positive light. It should demonstrate that Cedar Point has a wide variety of offerings for a range of different people. It should invoke a fun, playful feeling as the viewer interacts with the pages.

- Fun, expressive typography is to be used across the site, taking inspiration from the type used on ride and attraction signage in the park.

- Imagery should include the rides and resorts, all of which are high quality and well-lit.

- The pages should be pretty colorful, with a light blue as the dominant color.

- On the "RIdes and Attractions" page, there should be two options to choose: Rides and Resorts. This should include a button that leads to each page.

- One mockup should rely more heavily on photography, using imagery to engage the viewer
  - Slideshows or collages of images
  - Large, dominant header photo on each page
  - The timeline should include images with a title of event and date, along with a brief sentence or two explaining what happened.

- Another mockup should lean more into expressive typography
  - Use the type to highlight the different offerings.
  - Timeline should be typographically driven.