

Creative Director: Lacey

Designer: Temi

Description

As a **Creative Director**, you will facilitate a short zoom meeting with your designer (as documented in the 'Creative Director <=> Designer Relationships' reference below) to present your topic and concept. Cloud-record the meeting. If you meet in person and can't record it, indicate as much in your notes. Make notes about the decisions/consensus the two of you reach regarding how to approach two sets of high-fidelity mockups. In the meeting, be prepared to discuss the topic, the concept, and ideas for possible treatments. Post your notes immediately after the meeting so your designer can use them as a reference. **Make sure your notes include the names and roles for both participants.**

Topic:

- The Fragrance wheel - an informational microsite explaining scent relationships and classifications
- Includes history, personality associations, and a "Find Your Predicted Fragrance" quiz
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Concept:

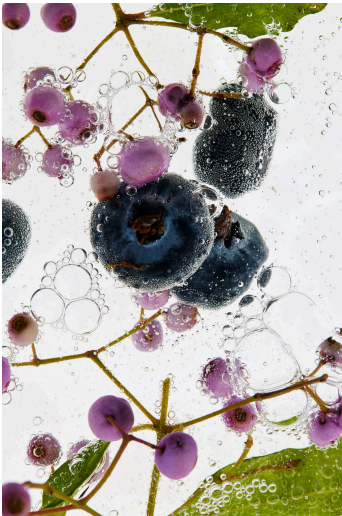
- Interaction of design, science, and emotion
- Tone/aesthetic: elegant, modern, sensory
- Visual direction:
 - Soft gradients?
 - Muted color palettes of the most common scent families
 - Serif??
 - Abstract imagery
- Interactive features: wheel, quiz?

Ideas of high-fidelity mockups:

- Desktop
 - Hover-responsive fragrance wheel: main feature
 - Subtle background animations like fragrance mist or light diffusion effects
 - Scroll-based storytelling that reveal scent families
- Mobile
 - Tap-based interactive wheel - rotates on tap/highlights?
 - Simplified animations
 - Visual hierarchy through icons, bold headings

Extra inspo pictures:







(This one is the 1983 version)