

Creative Director: Matt Grossman

Designer/Developer: Jordan Rossi

- Mockup A: closer into the tone of Parmesan cheese.
 - Feels very official
 - Very similar to the original parmesan website – maybe would want to branch
- Mockup B: i like the modular feel
 - Designer feels more confident in this design, more original and more ownership
- Typeface:
 - The actual Parmesan typeface is not publicly available but talked about looking into alternatives that are available on google fonts
- Background:
 - Very plain right now
 - Maybe pattern illustrations in the background very subtly
 - Talked about Creative Director providing illustration inspiration:
 - <https://wustl.box.com/s/xz4qzlv67x33mf0unx3kojyihe6zb05d>
- History section:
 - Similar to the timeline of the process section – similarity across
- On timeline – providing some sort of secondary header with the timing of each step of the process
- Discussing the designer/developers coding ability – feels confident in the ability to code this project to a polished piece.