

Meeting Notes

Creative Director: Meg Barry

Designer: Michelle Kwan

- Want a page where you can go to the website and find a
- Distinct aesthetic
- One of the mockups has a heavy emphasis on only traditions
- Something I want to emphasize is that the page is for non-golf fans and fans alike
- Two Mockup Ideas:
 - One focused on the event as a whole. Multiple pages for different aspects of the tournament. Kind of like a go-to site for anything about the tournament. Style for that is kind of secondary to the content, similar to the masters website.
 - Similar to this: <https://www.theopen.com/royal-troon-152nd-open>
 - Second focused on more tradition. Appeal more to the non-golf fan so a little more engaging design. Probably a website with multiple pages, maybe almost chronological. Kind of goes with history and a timeline.
 - For both the aesthetic, green yellow and white, flowers are very significant, classy and sleek
- First four topic breakdowns go to first idea, bottom 3 go for second topic
- Brief history on landing page
- Green and white with accents of yellow
- Mix of imagery and content
- Headline in a serif and body in a thin serifs
- Two images I would include are transparent swing shots (below) and landscape

