

# Initial Meeting Notes: Taylor Swift Site

Creative director: Adel Cynolter

Designer: Anaelda Ramos

Content: Taylor Swift's career arc

Site inspo: <https://www.stgeorgescrypt.org.uk/then-and-now>

like :

- neutral color palette
- treatment of timeline as menu, how hovering images works in timeline
- incorporation of sound
- home button that takes you back to timeline although the shape is a little bit confusing at first

Pages:

- **home page:** neutral colored timeline with different black and white images for each subpage; when images are hovered/clicked they become full color
- **early careers page:** focuses on first 3 albums (Taylor Swift, Fearless, and Speak Now)
  - o colors
    - Fearless: yellow, gold sparkles
    - Speak Now: purple
    - Taylor Swift: turquoise and green
- **Transition to pop:** focuses on albums Red and 1989
  - o colors
    - Red: red, black, sparkly
    - 1989: light blue, white
- **Height of pop:** focuses on albums Reputation and Lover, also explains social context around Taylor Swift at this time including hiatus from the public after 1989, return with reputation and drama with Kim Kardashian and Ye, and then how she wasn't allowed to buy her own albums and how they were sold without her consent
  - o colors
    - Reputation: black, green
    - Lover: pastel pink, pastel blue, pastel green, pastel yellow
- **Return to Folk:** Focuses on albums Folklore and Evermore, also dives into effects of pandemic on career
  - o colors
    - Both Folklore and Evermore: warm muted browns, greys, very muted greens, blues, and brown

In general each page should show the original album cover for that era and include images of eras as it relates to content. Copy can be found at Taylor Swift's Wikipedia page under the ['Life](#)

and Career' section. Within pages content can be differentiated between albums by background color. For example, where the text talks about 'Speak Now' the background can be purple vs when it's talking about 'Fearless' the background can be yellow.

Font choice: something neutral, should be serif to give a more serious, classic feel

Recorded meeting: <https://wustl.box.com/s/450fpph6oq2pk3rw28vpqa9wenrm2w91>