

Meeting Notes:

Creative Director: Megan

Designer: Alex

- One home page
 - Redirecting links: Photo should be the link and the text should be overlaid on it or under it-- text might as well act as a link as well
- The design should be a balance of the organic forms of the succulents and their geometric leaf patterns
 - Keeping within this the design should be clean and simple but have some life to it
 - Black text on white background will work fine, but I am up to the designer thinking about another color choice besides green, black and white. I'd prefer no grays because it may make the site look a little too sterile.
 - The fonts should be sans serif
 - Separate typefaces for body copy and titles, possibly even subtitles
 - There can be some more organic treatment in one of the fonts
 - The simpler the better so the focus can be on the information and the clean design
 - The pages should follow a similar model to the design rules of the home page
 - The page with the families on it can be converted to a "popular" types page so it is more visually interesting than a text dump of every type of succulent available.
 - Some places to look for info
 - <https://homeguides.sfgate.com/care-hens-chicks-plant-44649.html>
 - <https://www.gardeningknowhow.com/ornamental/cacti-succulents/burros-tail/burros-tail-care.htm>
 - <https://www.gardeningknowhow.com/houseplants/alo-vera/alo-vera-plant-care.htm>
 - <https://www.gardeningknowhow.com/ornamental/flowers/desert-rose/caring-for-desert-rose-plants.htm>
 - <https://www.almanac.com/plant/jade-plants>
 - <https://www.ourhouseplants.com/plants/haworthia>
- The page should have a title and a introductory image, with a grid of images, labels, and links below: can take on how-to guide type form if preferable