

Initial Meeting Notes

Creative Director: Soobin Ahn

Designer: Jocelyn Liao

Overall Tone

Energetic, rhythmic, and modern. The microsite should capture the pulse of electronic and house music culture through motion, bold typography, and vibrant rhythm.

Page Setup

The site will be a connected, scroll-based layout with a fixed top navigation. Each section will transition smoothly to reflect the continuous flow of music. Visuals and text should feel dynamic but structured.

Color Palette

Black, white, and dark gray as base tones with neon accent colors such as electric blue, bright yellow, or pink to echo club lighting and techno visuals.

Typography

Bold sans-serif typefaces with varying weights to reflect rhythm and tempo. Large headlines, tight tracking, and a motion-friendly layout.

Content Structure

- **Home / Introduction:** Define what house music is while introducing its energy, origins, and sound. Include a strong visual hero section with motion or gradient animation.
- **How It Sounds:** Highlight rhythmic structure, drum machines, basslines, and synths. Add short looping sound samples or wave animations.
- **Where It Began:** Explore Chicago roots, key artists such as Frankie Knuckles, and the cultural communities that shaped the genre.
- **Culture and Movement:** Show how dance, identity, and space intersect. Use visuals of dance floors, lighting, and movement to express the energy of the clubs.
- **Global Spread:** Visualize how house music evolved into global subcultures such as UK rave, French house, and Ibiza scenes. Emphasize diversity and remix culture.
- **Sources:** Cite all referenced media, audio, and visuals.

Design Direction

- Use rhythmic repetition and grid-based layouts to mirror musical beats.
- Incorporate subtle transitions that reflect tempo shifts.
- Keep text concise and let visuals and sound drive the tone.
- Experiment with glitch textures and waveform-inspired details.

Next Steps

Jocelyn will create initial mockups and propose layout transitions that visualize rhythm and flow. Soobin will review and refine based on tone, pacing, and overall clarity.