Creative Director: Katie Pan

Designer: Jared Garelick

we talked about what prion diseases are and why I chose the topic (so that we could

be on the same page concerning which information from the Wikipedia to pick out)

o novelty of prion diseases: despite being infectious and contagious, is not

alive.

o take information from the Wikipedia page that explains the disease, how it

spreads, and emphasize its novelty

We went over the inspiration images I had chosen, and I pointed out which aspects

of each image were appealing.

o the dark background, certain typeface qualities, accent colors, editorial style

• I went over the keywords for the aesthetics of the site vs the actual content.

keywords for aesthetic:

o "roadkill", "game", "Appalachia", "infection"

I explained that scientific illustrations of proteins are very ugly and how they

could be altered to fit the aesthetic vibe of the website more.

o visuals might include protein illustrations, microscope slides, and photos of

animals who have an infection

We decided that a one-page layout might work better for this topic (to feel like a

textbook page with all the information of one topic contained on it), but that we

might want to experiment with a layout with a nav bar in the mockups to determine for sure.



