

## Creative Director Meeting Notes:

- Four season sections- use visuals as dividers
  - Start with a general Durango Intro Header
  - Move into each season (four distinct sections)
  - Each section highlights a different feature of Durango
    - Winter: Ski culture, Purgatory Ski Resort
    - Summer: Geology, Hiking, Mountain Biking, Mesa Verde
- Scroll through the seasons
- Durango is a specific setting and has a very distinct look
- Southwestern palette
- Leaning towards Illustration but will be finalized after mockup explorations
- Briefing history but tying it into the content
- Capturing the feel of the small town culture and southwestern feel
- Want it to be a single scroll page that is like a virtual tour scrolling through the features of Durango
- Want to show distinctly the “Down Town” and more natural and forest heavy sides of Durango

## Zoom Link:

[https://wustl.zoom.us/rec/share/j0GMOI\\_jFIUr-OL6iqQu2vRjxSIEv9MPVWDS-xqsmzh\\_BCkE2iwVs97O-xhZbjRW.QjW6bec\\_BOxRCNpC](https://wustl.zoom.us/rec/share/j0GMOI_jFIUr-OL6iqQu2vRjxSIEv9MPVWDS-xqsmzh_BCkE2iwVs97O-xhZbjRW.QjW6bec_BOxRCNpC)