

Director: Hana Rust  
Designer: William Hong

Topic: Japanese Tea ceremonies

Content:

- Can be selective about how much type for each topic
- Have a landing page with some navigation options to sub topics

Audience:

- Prioritize designing the content in a way that is easy to digest for a viewer who is new to the topic
- Emphasize visual hierarchy, not all the content shown at once (too overwhelming)

Visuals:

- Neutral, color palette
- modern, clean layout
- Shades of green
- Some texture in select places (nod to japanese culture, like paper, kimono florals, or brushstrokes, etc)
- Try to use sans serif where u can for the modern look
- Maybe some Japanese characters as design elements?

Transitions:

- Select hover states to emphasize certain elements
- Maybe use slideshows to show imagery?

