Initial Meeting Notes

Project Title: The Luna Moth

Meeting date: Monday, 11/2/2026

Length: approximately 15 minutes

Format: Phone call. The meeting was not recorded.

1. Participants

- **Carina Basora** - Creative Director
- **Lydia Park** - Designer

2. Topic and Concept Presented

I walked Lydia through my creative brief for a microsite about the luna moth, based on the Wikipedia article. The goal is to tell viewers what the moth looks like, how it grows and lives, and why it is so rarely seen even though it isn't actually rare. The main message is that the luna moth is one of the most striking creatures in North America, but most people never see one because the adults live for only about a week, fly at night, and never eat.

- **Audience:** all ages, as an introduction to the topic with lots of imagery.
- **Tone:** calm and not overwhelming, but with interesting imagery.
- **Source:** Luna moth on Wikipedia, plus any photos chosen later.

3. Visual Direction Discussed

I left the final look up to Lydia's interpretation, with this general idea:

- Imagery-forward, gallery-style layouts with small captions
- Muted colors taken from the moth itself
- Clean and modern, with a unique, organic feel
- The life cycle as the key piece of information
- Botanical drawings as an accent

I also showed Lydia photos of luna moths and explained that the visual inspiration should be centered around the moths themselves.

4. Decisions: Two Sets of Mockups

We talked about taking two different approaches to the same content, so the two sets give a clear comparison:

- **Version A:** a lighter, more delicate direction.
- **Version B:** a higher-contrast direction, and potentially a darker site overall.

Both versions follow the shared guidance in section 3 (imagery-forward, colors drawn from the moth, and the life cycle as key content). As the assignment requires, each set will include at minimum a mobile view and a desktop view.

5. Next Steps

- Lydia will create two sets of high-fidelity mockups, Version A and Version B, based on the creative brief and these notes.
- I will review both sets and give feedback as Creative Director.