

# Sushi Microsite Initial Meeting Record

**Creative Director:** Emily Huang

**Designer/Developer:** Andrew Park

**Topic:** Sushi

**Purpose:** Informational resource that helps viewers learn more about the history, ingredients, and types of sushi. Beyond sushi being just a food item, I want this microsite to convey that sushi is an art that requires precision to make with centuries of history behind it.



**Target Audience:** Students and instructors at WashU, as well as people who appreciate good design and are passionate/interested in learning about Japanese food and culture

## Content Outline

- Hero section with high quality image in the background
- Introduction
  - Incorporate images in the introduction section, maybe with the text and images in a two-column layout
- History of sushi
  - Present this information on a calligraphy scroll as a timeline. It would be cool if the timeline and scroll required you to scroll horizontally, but vertical is fine too
- Types of sushi and how they're made
  - Play around with what formatting looks best and makes the most sense. This could be organized into two columns, a table, a slideshow that you can flip through, an accordion, etc.
  - Include content from the Western-style sushi section as well
- Ingredients
  - Insert a cutting board graphic where you can hover over different ingredients, and that will dynamically pop up a description of that ingredient below the cutting board
- Etiquette
- Can include nutrition and health risks sections as small "did you know?" panels
- Sources
  - Cite the Wikipedia page (<https://en.wikipedia.org/wiki/Sushi>) and any additional articles and images used

## Design

- Make the website feel like the atmosphere inside of a classic omakase restaurant
  - Relaxed, intimate, sophisticated, and elegant vibe

- Make the theme dark with white text
- Potential colors to use:
  - #0A0A0A, #393939, and #E8E2D0 for text
 
  - Accents in #DE5D41 and #D4AF37 (use sparingly, or else it takes away from the minimalist, calm aesthetic. Also, maybe try just using the gold?)
 
- Incorporate textures like volcanic stone (basalt) for the background, bamboo, calligraphy scrolls, etc.
- Minimalist, simple layouts with lots of white space
- Potential font to use: <https://fonts.google.com/specimen/losevka+Charon+Mono>
  - Make titles and headings all-caps
- Use high quality images throughout the website. The emphasis should be on the images/graphics, and the neutral colors as well as the clean layouts should give the images lots of breathing room
- I originally envisioned making the website one smooth-scrolling page with top navigation that helps you navigate to different sections of the website, but I'd be fine with breaking up the content into multiple pages as well

Reference my [content outline](#) and the [creative brief](#) for more information