

Jordan Rossi
Initial Meeting Notes

Website- Taylor Swift Website

- Incorporate the Eras colors on the website
- When talking about the albums – incorporate the color themes as a part of it and maybe include imagery from that time period (not necessarily the albums itself, but photoshoots from the albums, pictures, etc.)
- You don't need to do social activism
- Focus more on the musical career
- For the awards, you can include that in the eras part if you want
 - Make sure to include the highlights from the album/era
 - Grammys, breaking records, etc.
- Use each color from each era in their section
- Use any color you want for the early life section
- You can use one highlight photo for each section of text
- Try to incorporate the third picture on the creative brief document into the eras page