

Roald Dahl

Creative Director: Joohee Kim

Designer: Jay Won

- Concept: children-friendly website with colorful, cheerful illustrations. Goofy and playful.
- Basis: modern and clean layout with fun illustrations layering on top
- Children-friendly: big font size
- Illustration outsourced from Quentin Blake
- Home page – 1st layout, Other 4 pages – 2nd layout
 - differentiate between home page and other pages
 - Other four pages will have a sense of consistency
- Utilizing grid
 - Refer to 3rd picture in creative brief
 - Drop-down menu on top
 - My vision: title/subtitle/text in different boxes to clearly separate the elements