

# Initial meeting record

Creative Director: Kristen Wang

Designer: Eileen Kim

Colors: silver, pink, blue, green

Theme: futuristic

Tone & Style:

- Vibrant, playful, and slightly rebellious.
- A mix of futuristic (from a late 90s/early 2000s perspective) and nostalgic.

Homepage:

- Brief introduction about the Y2K aesthetic: probably picture on the left and intro on the right
- Visuals: Glitter graphics, futuristic motifs, and early 2000s tech graphics.

\*\*\*Notes: does not have to include all the content under each section on my content brief, they are just suggestions

## MOCK UP A:

-Picture heavy, medium/small size

-Homepage: collage/gallery of y2k design/art etc → user to click on the image itself to subpages without using a header

## MOCK UP B:

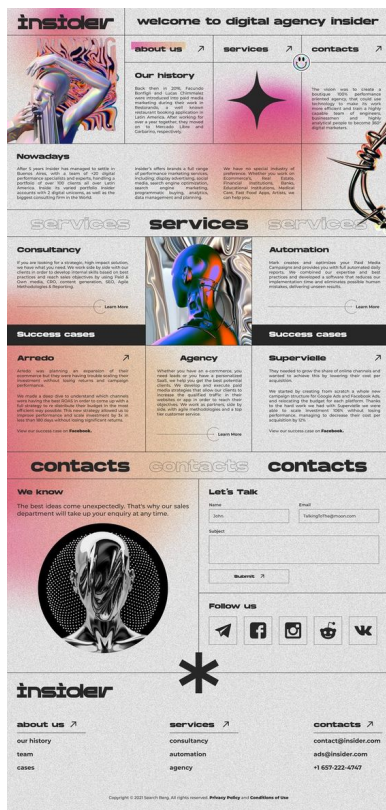
-more organized

- big picture → half of the screen size (scrollable?)

-borders around each text

Homepage:

- Introduction
- Vertical on the side (timeline feeling)



### 1. Home Page: "Welcome to the Y2K Aesthetic"

- Brief introduction about the Y2K aesthetic.
- Visuals: Glitter graphics, futuristic motifs, and early 2000s tech graphics.
- Navigation menu.

### 2. Background: "Origins of Y2K Aesthetic"

- Definition of Y2K.
- The Year 2000 problem.
- How the fear and celebration surrounding the turn of the millennium influenced the era's aesthetic.
- Visuals: Year 2000 celebrations, computer systems of the late 90s, and pop culture moments.

### 3. Fashion: "Y2K Fashion Trends"

- Overview of the iconic fashion trends of the Y2K era.
- Examples: Metallic clothing, baguette bags, frosted lip gloss, platform shoes, etc.
- Photo galleries of Y2K fashion icons and their staple looks.
- Visuals: Runway pictures, magazine covers, and celeb photos.

### 4. Music: "Sound of the Y2K Era"

- Overview of the music genres that defined the Y2K era.
- Influence of tech optimism in music videos and song lyrics.
- Notable artists and bands of the era.
- Embedded audio clips or music video highlights.
- Visuals: Album covers, music video stills, and artist photos.

### 5. Resurgence: "Y2K's Return in the 2010s & Beyond"

- Discussion on how and why the Y2K aesthetic made a comeback.
- Influence of social media platforms in its resurgence.
- Comparison of original Y2K vs. modern reinterpretations.
- Visuals: Modern celebs in Y2K-inspired outfits, Y2K memes, social media trends, etc.

