**Creative Director:** Nitzia Davalos Reyes

**Designer:** Hana Rust

**Initial Meeting** 

## **ASL Microsite**

Structure: clean, organized sections; clear navigation between pages

- Main landing page with introduction to ASL and navigation
  - Keep navigation consistent across pages
  - Sections:
    - history
    - culture
    - basic grammar

Tone: Informative, energetic, and inclusive.

- Make sure the site feels inviting and educational
  - Prioritize accessibility (contrast, readability)
- Visual style: Educational and classroom-inspired/ friendly and easy to navigate
  - o Serif body text for legibility, script or educational like type for headers
  - Use visuals of hands and signs to make content engaging
  - Primary and/or vibrant colors