

Recording link: <https://wustl.box.com/s/6cy9xgatenwcdistxhla56nsqouvt4n3>

Mock-ups: One of each

#### Route 1

- Modern
- Minimalist
- Simple
- Clean
- Uniform color palette? Either really dark or really light
- Don't go too colourful
- Try the cool blue colour from the creative brief

#### Route 2

- Old-time
- Vintage
- Parchment texture ... Brownish yellowish tone?
- 1700s style
- Ink and pen feel
- Image should be monochrome
- Try ink art filter? Brownish yellowish tone

Both should have sticky navigation bar on the very top

Typography: Sans Serif for Route 1, Serif for Route 2

Colour: both Routes should not be too colourful

Image: both Routes should use image, but not too much since this is a website about a philosopher...more about ideas that can't be represented by image

Should, at least, have the David Hume portrait

Consider using icons to represent his different ideas

The website should be single page with a navigation bar