Meeting 10/28 over Zoom (not recorded because of meeting permissions):

- Informational site about BookTok and its impact on the book industry
- Tone should be fun and light-hearted
    - Many books popularized by BookTok are not considered “quality” or “literary,” so the site can place emphasis on the value of these books
    - Should feel modern and easily navigable
- Pull colors and fonts from popular BookTok books - if you want any guidance with color palette let me know
    - Maybe a blocky sans serif, seems to be common on book covers
- Could possibly incorporate elements of TikTok’s UI
- Pages: Home page, Impacts on reading habits, Impacts on sales and publishing, Impacts on TV and film adaptations, Popular BookTok Books
    - For mockups, pages to prioritize are the home page and one general page that could be adapted for any of the three “impacts” pages
    - You can make a mockup of the “popular books” page if you’d like - this one should be structured like a photo gallery with some information for each image (Book Title, author, year published, maybe a statistic about its popularity)
- It could be interesting to look at book blogs/websites for design inspiration
    - https://booksnest.co.uk/
    - https://www.penguinrandomhouse.com/
- Text with any questions!