Initial Meeting Notes

Creative Director: Brett Davis
Designer: Campbell Oh
11/3/23

Project Title: *The New York Times* Crossword Puzzle

Question: You said you wanted it to be primarily black and white + muted colors. did you mean as much color as there is in the reference photos, or was that more of a reference for layout / style?

Answer: Feel free to include as much color as the reference photos because I think it makes it look a lot less boring.

Question: In terms of the content, I was a little confused by the bullet points under each section. When I look at the Wikipedia page, the subsections aren't there. Did you want me to sort the paragraphs in the Wikipedia page into each subsection?

Answer: For content, I mentioned this on the content outline, but those are just some of the subheading that you could title the content. You won't find those exact subheadings anywhere on the Wikipedia, nor do you have to include them all because some are redundant. The more important part is the Wikipedia content sorted into those specific pages

Question: Did you have any typefaces in mind? Such as a sans serif or serif, or a combination of the two?

Answer: Yes, in keeping with *The New York Times* theme, titles should be in Cheltenham Book (available on Adobe Fonts), and body text should be done in FranklinGothic URW Light (also available on Adobe Fonts).

Question: Do you have any other sites or visual references besides the crossword illustrations just so I can get a sense of what you were imagining in terms of layout?

Answer: In terms of layout, I would reference *The New York Times* itself. An example of an article would be https://www.nytimes.com/2023/11/02/crosswords/wordle-review.html. I would not use margin on the side as intensely as this article, but there should be columns of white space on the left and the right.