

This is Us Website

Creative Director: Audrey Palmer

Designer: Carissa W

Carissa came with some clarifying questions about what I meant by a 1970s aesthetic, so I showed her some reference images and some stills from the show. Carissa also asked if there were any symbols in the show (like the couch and picture frame for friends) and I told her about the when life gives you lemons reoccurring reference. Carissa also came with an initial idea of how the multiple page site would work. She said the home page would have photos like a photo album and if you click on a photo it would take you to the next page. I really liked this idea.