

Creative Director: Emily  
Designer: Max Jack  
Microsite: Joey Chestnut

- Sharp edges
- One scrolling page
  - Buttons take you to certain sections
- Parody-like (as if you were doing an expose on Serena Williams)
- Examples more about color
  - Most interaction: if you scroll over a picture, words come up
- Super graphic
- Red and Yellow colors (like ketchup and mustard)
- Going for drama
- Order mentioned in first layout works great
- Fonts: modern, one sans-serif and one serif
  - Serif should be bubbly
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