Meeting Notes

Date: 10/27

Topic: Kid Laroi

- Topic is The Kid LAROI, using his Wikipedia article for the copy
- Story is a kid from public housing in inner Sydney recording on his mom's phone who ends up with a US #1 as a teenager
- Main thing: the site should make people feel how far apart those two points are, and how fast he got there
- Key message: he wasn't handed this
- SoundCloud uploads, hanging around hotels to meet artists, fruit shop job to help his family
- Kamilaroi heritage and pride in Australia need to be in there too
- Tell the story first, charts and records are just proof, not the headline
- Audience: people who know the name or the song but not the story, teens and twenties, mostly on phones
- Mobile is the main layout, desktop second
- Tone: honest, direct, warm, like a music documentary, not a fan page
- No hype words, no relationship stuff or drama
- Use real facts (places, ages, dates) instead of adjectives
- Quotes stay short, let him speak for himself
- Pages: Home, Story, Career timeline (2017 to 2026), Music, Beyond the music, Sources
- Brief says five pages but there are six, need to decide if Sources is a page or a footer
- Photos from Wikimedia Commons (2023 portrait, press and event shots) plus places like Sydney, Redfern, Broken Hill
- Official site is for reference only
- Look: "a mixtape that grew up", DIY roots (SoundCloud, cassette inserts, gig posters, zines) but clean enough to read on a phone
- Dark base, big condensed headlines, one hot accent color
- Type does most of the work, big and a little tight, lots of empty space
- Photos all B&W or one duotone so different quality images still feel like one set
- Handwritten-style note once in a while for personal moments, thin and rare
- Reference images I brought: the 90s videocassette insert, the Tyler, the Creator poster, and the Jota poster
- Two sets of mockups: Set A leans zine/mixtape, Set B leans quiet documentary
- Both sets need mobile and desktop of Home
- Career timeline as the interior page, since it shows how fast he moved
- Story page on mobile only if there's time
- Designer to pick accent color and condensed font, we'll check in on it
- Still need: deadline and upload spot