

Initial Meeting Note

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Oct. 30 2025

Project Title: Toilet Paper Orientation

Purpose:

- The project explores the humorous yet socially intriguing debate on toilet paper orientation (over vs. under).
- Touches a lens of design, psychology, and culture.
- The goal is to convey mundane everyday habits into an engaging, educational and visually appealing way.
- It should reveal how even small daily choices can reflect personality, social behavior and cultural patterns.

Design direction:

- Overall design should be minimal and structured. Clean white base and soft accent tones to emphasize certain parts.
- Color palette: White and light gray as a base with soft blue and muted red to represent the two debate sides.
- Typography: Modern sans-serifs (e.g. Halcom, Facit) for clarity and bold types used to emphasize key facts or stats.
- Imagery: Use simple line illustrations and clean icons to depict over and under positions.
- Mood: Balanced between educational and playful.

Layout:

- Home page: Introduce the over vs. under debate with small visuals and definitions.
Explain why the topic matters.
- History page: explains key milestones: invention of perforated toilet paper, 1891 patent, 1977 Ann Landers column, etc.
- The debate page: present main arguments for each side using short, visual comparisons.
- Public Opinion & Culture: survey data, social insights, and cultural commentary.

Tone: The tone should be witty and conversational. The content should avoid overly academic or formal writing.

Extra Note:

- Make icons for each side of the debate
- Add simple minimalistic infographics, timeline type of thing
- simple , white, clean, minimalistic page
- Simple animations if possible
- 1-2 pages, one page being the debate page, other page being timeline
- Vertical scrolling historical timeline