

Creative Brief

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Project Title: Tea Website

1. Project overview
 - The goal of this site is to present information about tea and its different aspects, such as types of tea and cultural practices around tea. Hopefully, the user will become more educated on or interested in trying more tea.
2. Resources
 - Copy is from <https://en.wikipedia.org/wiki/Tea>, and images will be sourced from Google Images or free image archives.
3. Audience
 - The audience will likely be people between the ages of 14 and 60, as they will need to have proficient reading ability to understand and navigate the content. It will most likely be viewed by adults, as I am an adult and my peers and instructors who may be viewing it are also adults.
4. Message
 - The message of my site should convey how nice and versatile tea is. I want to portray it in a positive light and encourage people to try/drink more teas and explore the different kinds and their cultural significance.
5. Tone
 - The tone should be soothing and comforting, like the feeling that tea provides. I am going for a “quiet” and calm atmosphere that is relaxing to the user.
6. Visual Style
 - I intend to use more muted rather than bold colors, focusing on greens, blues, and browns, which I believe fit in well with the theme.
 - I want to have a lot of focus on imagery and have simple and easily digestible text. Nothing too informational or technical like charts, diagrams, or tables.
 - I want it to be simple to navigate and not have too many controls cluttering the screen so as to not distract from the imagery.
 - The images below encapsulate the kind of feeling I might want to give in the visual style of the site

