

Creative Brief
Cheryl Kao
11/13/19

Project Title: ORANGES

1. Project Overview

The goal of my website is to give people more insight and gain a greater appreciation for a fruit they see every day.

2. Resources

Copy is available at [https://en.wikipedia.org/wiki/Orange_\(fruit\)](https://en.wikipedia.org/wiki/Orange_(fruit)), I can send you images from google.

3. Audience

The audience of this website is my professors, peers, and potentially prospective employers, so the age range is likely college and up. It can also include people who are interested in learning more about the orange.

4. Message

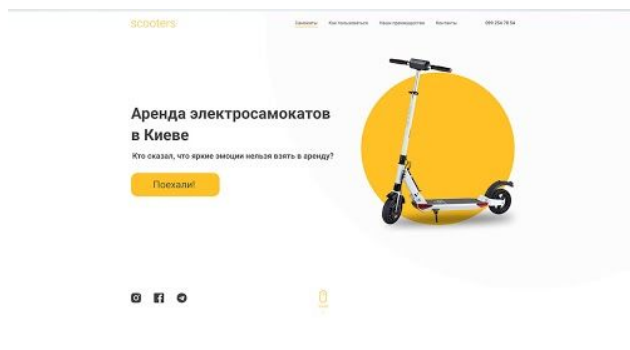
I want to focus on the importance of oranges all around the world and the role it plays in our lives.

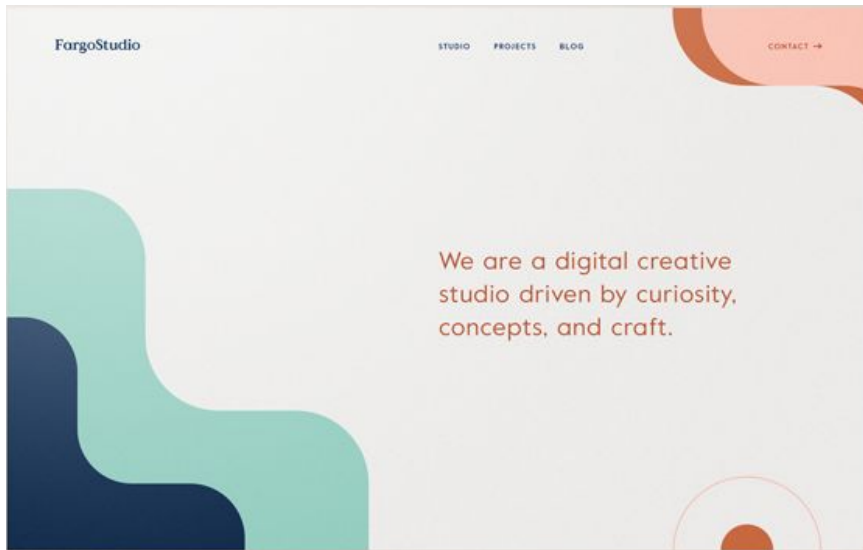
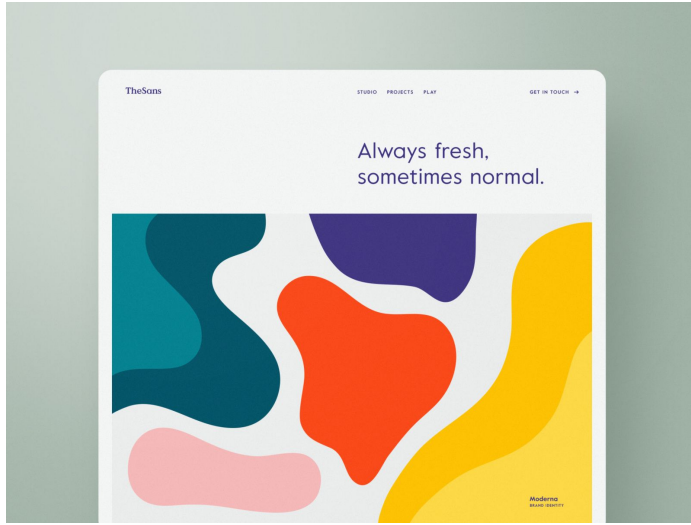
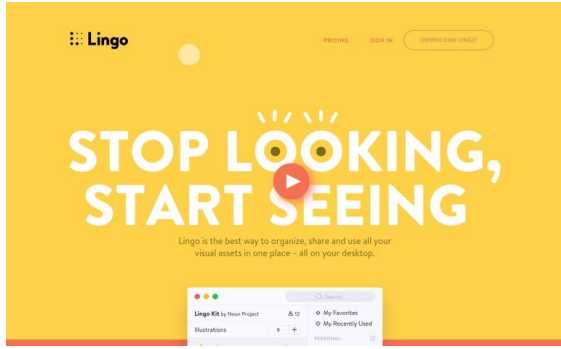
5. Tone

The tone is colorful and fun, yet informative at the same time. I hope to create a bright and engaging website that draws people in to learn more about oranges.

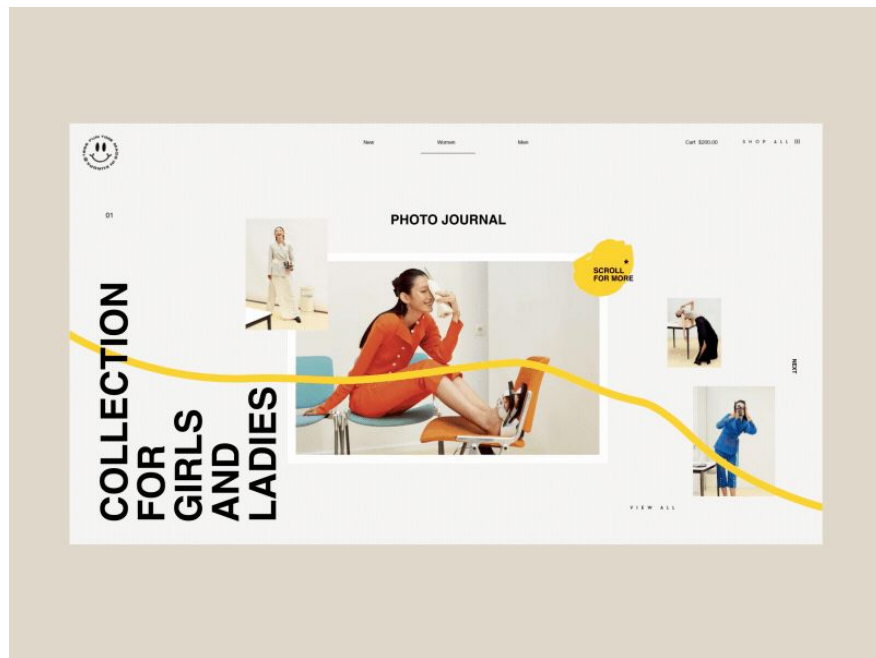
6. Visual Style

- a. Bright, fun, oranges, maybe some fun abstract shapes throughout! I want to keep the site clean and easy to navigate, with small pops of color throughout. Mostly sans serif unless theres a really elegant display sans, not really any black on the website.





- b. The other direction is also clean and simple, but focused more on photography and with a more editorial feel.



^ this one combines both styles kind of!

<https://dribbble.com/shots/7288785-My-Folio-19-SOTD-on-AWWWARDS>

<https://dribbble.com/shots/5814926-Cure-Unique-Nail-Wax-Boutique-About-Page-Animation>

(I can send you these links

- c. For navigation, a header with the main sections of the site would work. On the front page, minimal text introducing the site, mostly imagery. I don't want the site overall to be too text heavy.