Creative Brief

Madison Wang
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Project Title: Sushi Website

1. Project overview

The goal of my website is to be generally informational, but to also infuse the culture and other aspects of
Sushi into the site. There will be a few sub-categories and they will also be not exactly correlated to each other,
But just to the general topic of sushi.

2. Resources

Mostly just the wiki page and maybe some stock photos as well as image archives.

4. Audience

Definitely has a cute vibe to it so more younger individuals, but not super cutesy to the point it's overwhelming. The
Audience can also be college age and just looking for a little break or fun.

5. Message

I'd like to focus on the more unexpected aspects that come with the seemingly pretty general topic. Because each
Section will be a different way to express a part of sushi, I want the user to be surprised and pleased as they jump
From page to page.

6. Tone

This is playful and informational, not meant to be super serious.

8. Visual Style

I want it to definitely have more colors and saturated feel, but not in a maximalist way. Mostly cute graphics or
Vintage looking pictures that looks like it's more hand crafted than completely digital.

Colors like this and gradients like the lower one.