# Creative Brief

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## Project Title: Pink

### 1. Project Overview

The goal of my website is to be informational about the many uses and instances of pink in the world. But, I want to present this information in a visually pleasing way, so that the viewer can come to appreciate the color while reading the information. I want the viewer to be pleasantly surprised at interesting facts about pink or all the information they might not know about pink. The website is meant to be indulging, but not overwhelming.

### 2. Resources

The categories I listed in the content outline are all categories found on the Wikipedia page for Pink. One category listed is based off of this Wikipedia page about the different Shades of Pink. Feel free to look into information linked on each of these articles to populate the website pages more. For images, you can use the photos found on the Pink article.

### 3. Audience

The audience is mainly everyone interested in learning more about the color, or someone who stumbles upon the page. I would like the website to be as appealing as possible to someone who might not have any interest in the color, so they can be introduced to a new perspective of pink.

### 4. Message

I want to focus on the expansive presence pink has in the world. It is found in many unexpected places in culture, nature, and symbols in the world that people may not know about or often overlook. I want people to appreciate the color for its diversity. Many people have preconceptions about the color, so I want the website to challenge those stereotypes. Obviously, these stereotypes will come up on the site, but I think it is important to include them to inform people that these conceptions are real. These

conceptions also act as a good contrast to the interesting, unknown information about pink. So please include everything!

## 5. Tone

I would like the tone to be bright and fun. I think what would be helpful to consider are the common stereotypes associated with pink: girly, feminine, polite, childish, etc. I would like the tone of the site to be very objective in its portrayal of the color pink—not leaning towards certain shades, but showing the variety I mentioned in the message.
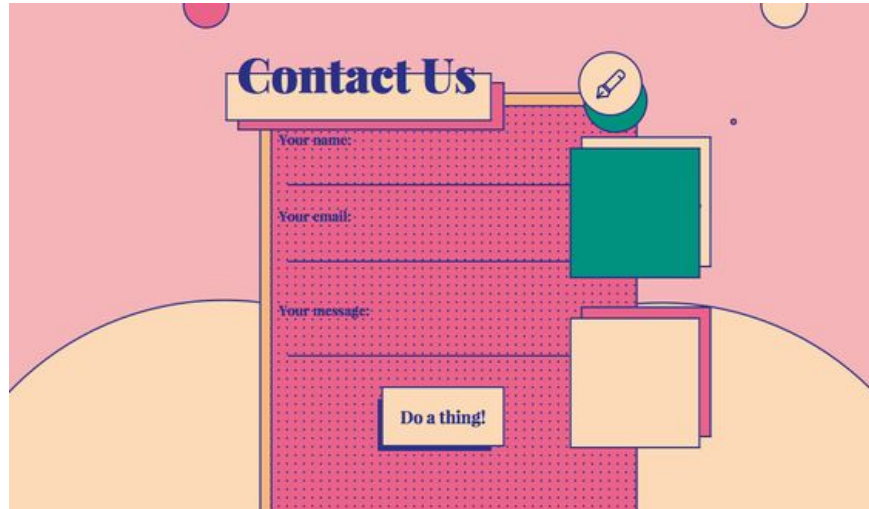
## 6. Visual Style

For the visual style, I would obviously like the website to only utilize pink, white, and black. Luckily, there are so many shades of pink that I don't think your palette is limited. Because I intend for the website to be an objective portrayal of information about pink, I am interested in using a grid as a part of the aesthetic of the website. I included examples of what I'm talking about:
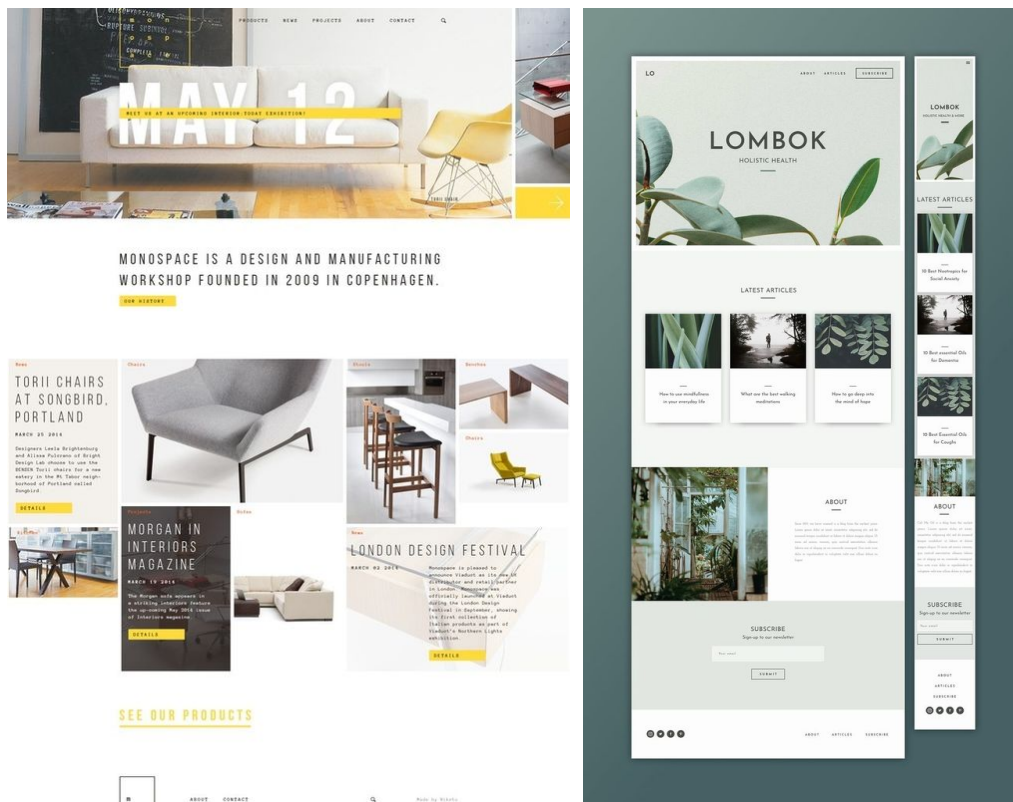


I like how these posters implement a grid as a background. I think the grid motif can appear as a background or even a layout for content/text, like in the below example. I also like the idea of using basic shapes (circles, etc.) as ways to show the different shades of pink.

Example of layouts and typefaces that matches the tone of the website

Example of another use of grid/shapes



I like how these website layouts use yellow and green(respectively) as a theme color, yet are not overwhelming. I think in this same manner, you can use white/black as a color that occurs the most but use shade(s) of pink as a "theme" like in these images.