Creative Brief

Victoria Cheung
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Project Title: Capybara Website

1. Project Overview

The goal of my website is to provide a fun, informational way for people to learn more about capybaras. A bonus if it's possible to enhance the user experience by adding interactive elements with fun facts, as an example.

2. Resources

Almost all of the topicsI chose to include can be found on the wikipedia page: https://en.wikipedia.org/wiki/Capybara. Some photos can be found on the wikipedia page as well, though there are a lot of other photographs available on Google Images.

3. Audience

The page shouldn't be restricted to an audience of any age, group, gender etc. and will be made available for anyone to see. However, it will most likely be targeted towards those aged 10+ due to reading comprehension levels.

4. Message

Since the page is informational, there isn't a specific message I feel that the website should convey- it's meant more to be educational and fun.

5. Tone

The tone should be informational and educational, but not overly professional since we want to maintain a fun and casual touch to it.
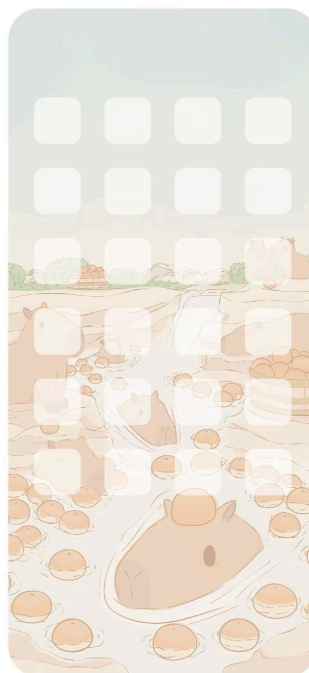
6. Visual Style

I'd like the visual style to fit the tone of the website- fun, colorful and educational - with a cute touch to it (but not overly colorful as to take away the focus from the information itself). Adding some graphic art of capybaras would be great as well, like
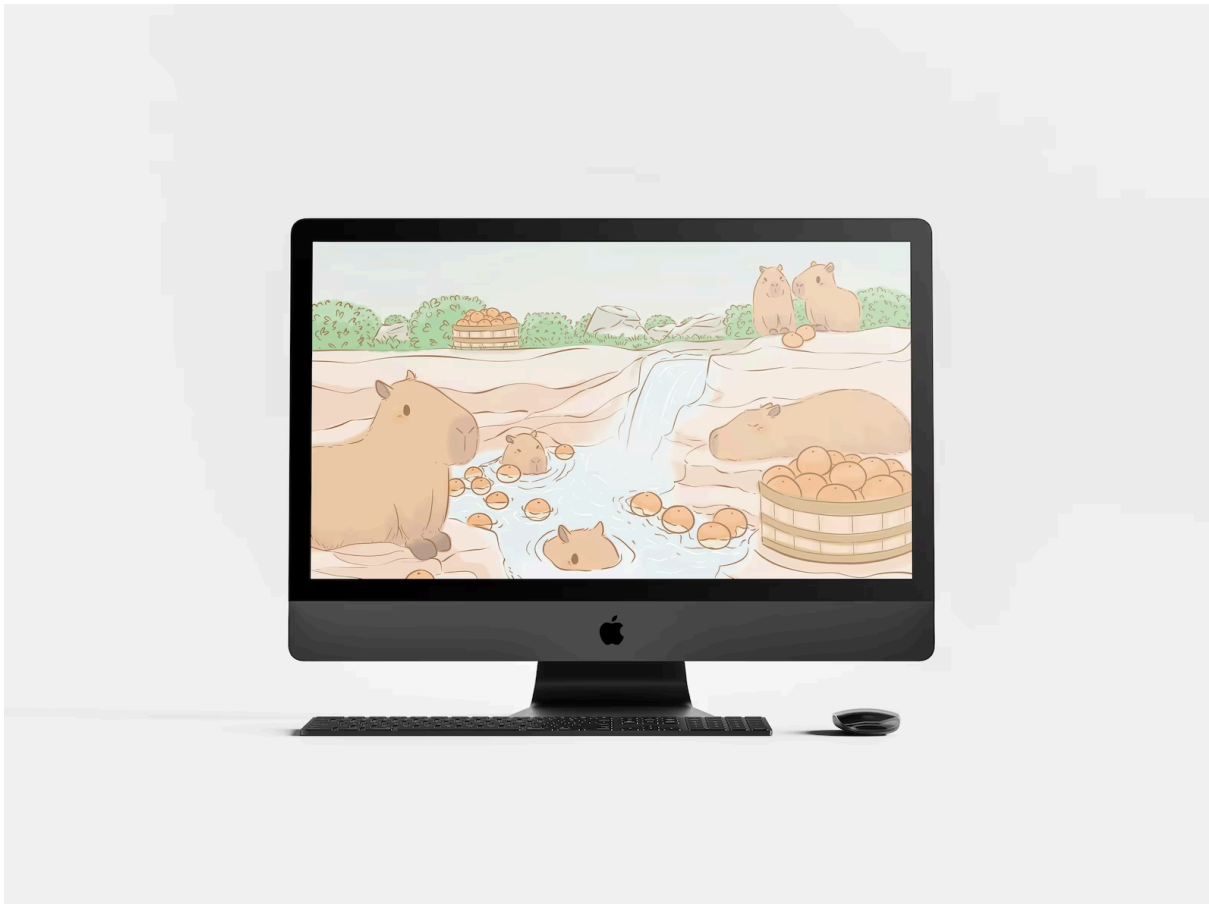
the ones below. To keep with this theme, a possible direction could also be to include some artistic icons for the topics/subtopics in the navigation.

(not a website example, but I like the color theme of this)

(maybe this sort of background image with white boxes for content and text)

Another approach would be a sleek but colorful and minimalistic design, like this:
https://www.worldwildlife.org/

I'm not too picky on the visual style, so whichever works best! A different direction could also be possible.