

Creative Brief

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Project Title: Wombat Wednesdays

1. Project overview

The goal of my website is to be generally informational and to offer insight into a generally not well-known species.

2. Resources

Copy available at <https://en.wikipedia.org/wiki/Wombat>. There are photographs available on this site, as well as on Google images.

3. Audience

This is a strictly informational site. It will be viewed primarily by my instructors and a demographic of mostly adults.

4. Message

I want to increase general knowledge wombats. They are not a commonly known animal so I want to show that they are a diverse and interesting species.

5. Tone

6. I want this website to appear friendly and easy to navigate so that it is easy for the viewer to learn more about the subject. I'd like it to appear knowledgeable and accessible.

7. Visual Style

I imagine this site in two directions: 1. Having a natural and clean aesthetic like a nature conservation site, using earth tones and natural imagery.

2. Fun and whimsical with bright colors and a cartoony feel, presenting wombats and fun and unique.