

## Creative Brief

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### Project Title: Tea: *Camellia sinensis*

#### 1. Project Overview

- The goal of this website is mainly to inform; it will be made to help people understand where tea comes from, how it is processed, and how it's also embedded in different cultures in various ways.

#### 2. Resources

- Copy is available at [https://en.wikipedia.org/wiki/Tea#Cultivation\\_and\\_harvesting](https://en.wikipedia.org/wiki/Tea#Cultivation_and_harvesting). Photos can be found across Google, but if you have a Pinterest that might be a helpful resource too! The wikipedia page also has a fair amount of images, but if you can find better images to represent a particular concept elsewhere then use the others

#### 3. Audience

- Like everyone else, I'm guessing this site will probably go into my portfolio; then hopefully future employers will take a look to. Before any of that, however, professors will be looking at this too.
- Should be appropriate for all demographics, but most likely will not include children or those above the age of retirement.

#### 4. Message

- Most people don't know much about tea beyond the ones that come in processed paper packets. This site will help them navigate through and learn all about tea.

#### 5. Tone

- Educational, but keep in mind that most among the target audience are adults

#### 6. Visual Style

- I am drawn towards a minimalist aesthetic that feels organic and natural. I'm picturing a lot of deep, saturated greens and whites.
- For the title page, I'm thinking just a nice quality photo of tea leaves as the background, then "Tea: *Camellia sinensis*" as the title somewhere, with each category linked to the associated page across the top
- (^But if you have other ideas that you'd like to try out feel free to mock it up!)

Examples/References:

(See next page)

