Creative Brief

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Project Title: Corgis Website

1. Project overview – The goal for this site is to provide general information on the dog breed of the Corgi, the different kinds of the breed, and the social and cultural implications and ideas of the breed throughout pop culture and social culture, both today and in the past. This site would provide a clear distinction from sites that would provide more resources in raising a pet corgi, or any kind of dog for that matter, and helpful tips on what to do when taking care of a corgi.

2. Resources – There are lots of resources of pictures and information of the kinds of corgis as well as what corgis look like, lots on Google Images and others on many social media platforms. The general Wikipedia page on corgis is https://en.wikipedia.org/wiki/Welsh_Corgi.

3. Audience – As the goal of this site is to be informative, this site is distinctly for those who want to learn more about the perception of corgis in the media and their attachment to famous figures/medias.

4. Message- I'd like the cite to mostly focus on that of corgis being a part of media and culture as a symbol of sorts, rather than just a cute animal seen in in videos or pictures. While these elements of the breed are important, the popularity

5. Tone – The tone of the site should be playful and exciting, being that it does deal with a breed of playful dog. It should emphasize both the excitement of the breed and the dog, while also being organized and efficient enough to reference the points of great use of the corgi as a symbol in media.

7. Visual Style - The site through should still maintain a modern, sleek feel that is bright and streamlined. I'm pretty determined that the site should appear almost borderline cartoonish in nature, with bright graphics and attractive natures. It should make the viewer happy and interesting to look at and be a part of. The site should be well organized as well with a very clear organizational system at the top of the page, for finding location easily,

A site like https://www.epicreads.com/ has the feel I'm looking to achieve.

The following images are ideas for the color palette and other visual elements of the site.