

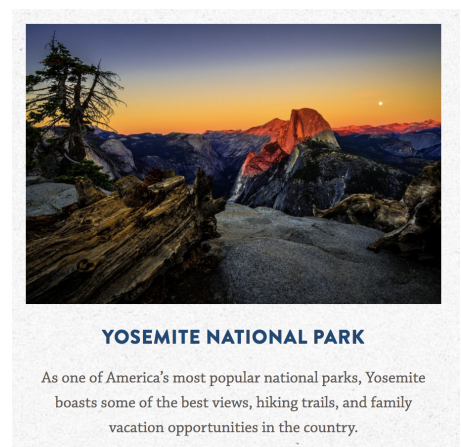
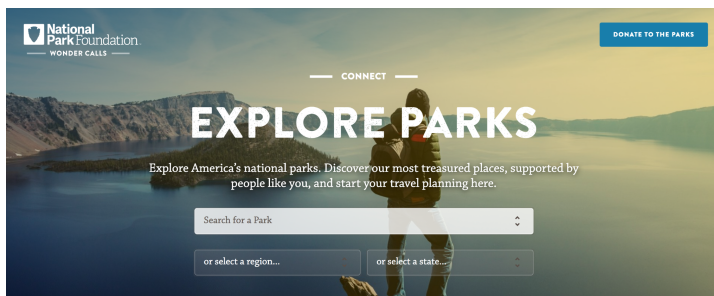
Creative Brief

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Project Title: Yosemite National Park Website

- 1) **Project Overview:** The goal of my website is to showcase the variety of geographical and ecological features at Yosemite as well as document the history of the land and park.
- 2) **Resources:** All text content is on https://en.wikipedia.org/wiki/Yosemite_National_Park and images can be found on the Wikipedia page as well as Google images (and my own).
- 3) **Audience:** The audience for this website would likely be young-middle age adults. Within this demographic it would likely skew towards people who frequently partake in outdoor activities such as hiking, climbing, etc and are looking to learn more about the park prior to a visit. The site would also be visible to instructors and peers.
- 4) **Message:** I want this site to demonstrate the long history of the land at Yosemite and what geographical and ecological features make it so unique and important to preserve.
- 5) **Tone:** I think the tone should be respectful as this is a place with a long and complex past, and recognizing the work that has gone into making Yosemite the place it is today should be appreciated.
- 6) **Visual Style:** I want the website to have a clean, refined appearance while still integrating some older appearing elements such as a serif typeface (maybe something with a typewriter appearance?) to pay homage to the park's history. The color palette will probably shift towards cooler toned hues and be relatively limited. There will likely also be a lot of images included, especially if the text references a specific landmark.





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