**UNIT 5 CREATIVE BRIEF**

**STEP 1:**

**Who will visit your site? Potential employers? New clients or customers?**

New clients, customers, interested volunteers.

**What can make you and/or your product stand out against your competitors?**

Potential competitors are other garden centers or other local non-profits. The story and location are big differentiators. The site should clearly tell the story.

**How would you speak to your clientele if you were communicating in person?**

Very comfortably and casually. I would be approachable.

**How could you translate that style and tone digitally?**

Simple fonts—welcoming colors. Not a lot of bold or “aggressive” tones.

**What colors represent you or your product?**

Green! Earthy colors, the site should feel like the garden.

**What images illustrate your message?**

Pictures of the garden site, produce being grown and sold, pictures of classes.

**STEP 2:**

**What are the three-to-five pages titled?**

1. “Our Story”
2. “Our Produce”
3. “Visit the Garden”

**What will be the purpose for each?**

1. “Our Story”—This page is pretty straight-forward; it will tell the story of Jacob’s Garden with pictures and text.
2. “Our Produce”—This page will display produce that is typically available seasonally broken up as spring, summer, winter and fall. There will also be a “Ready next week” call out box of some kind. Pictures, text and a call-out box.
3. “Visit the Garden”—This page will have information about a) The produce market, b) Classes, c) Volunteering and d) Tours. Pictures and text.

