

Creative Brief

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Project Title: Capybara Website

1. Project overview

The goal of this website is to give information about capybaras. Including the homepage, there will be other sections such as etymology, classification and phylogeny, description of capybara, ecology and conservation, human interaction, diet and predation, social organization and reproduction, and meme culture and its popularity.

2. Resources

Copy is available at <https://en.wikipedia.org/wiki/Capybara> as well as some photography. Related photos and videos can be found from Google, Pixabay, Adobe Stock, etc.

4. Audience

Mostly my peers and instructors will view this website. I might use this website as my portfolio, so it is also likely that prospective employers will see this. In a broader sense, this website is for anyone who likes capybaras and want to learn about them. Since capybaras have become a popular meme in social media, I think there will be more young audiences to check out this website.

5. Message

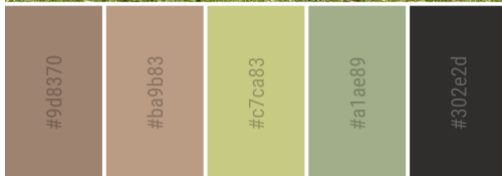
I'd just like to make a fun website that will make the audience like capybaras even more after they look at this website. Though they might look familiar through memes, a lot of people don't know information like where they live or what they eat. Therefore, this website will focus on sharing detailed information about capybaras.

6. Tone

The tone will be informative but playful as well. I want to convey the interesting and unique characteristics about capybaras, emphasizing their friendly and docile characteristics.

8. Visual Style

I would like to mostly use neutral colors for the background and text but add brown and pastel colors as a touch. Overall, I want to go for a peaceful and calm mood, just like capybaras. The photos I'll be using are colorful and vibrant, really popping out from the background of the website. Bright green might be a good color too, since capybaras always stay on grasslands.



iColorpalette

<https://icolorpalette.com/p/177536>



