

Creative Brief

Description of the Project

I intend to create a weather report using flash. It will cover a three day period, describe several types of weather and will be easy to navigate through the use of buttons.

I will also create a news report using original video that cuts between several different scenes.

The video and flash project will be accompanied by a website that describes its creative design and imitates a national news website.

Target Audience

The target audience of the site is anybody who reads the news via an internet capable device. This includes mobile, tablet and computer users who wish to be kept up to date with current events.

Tone of the Site

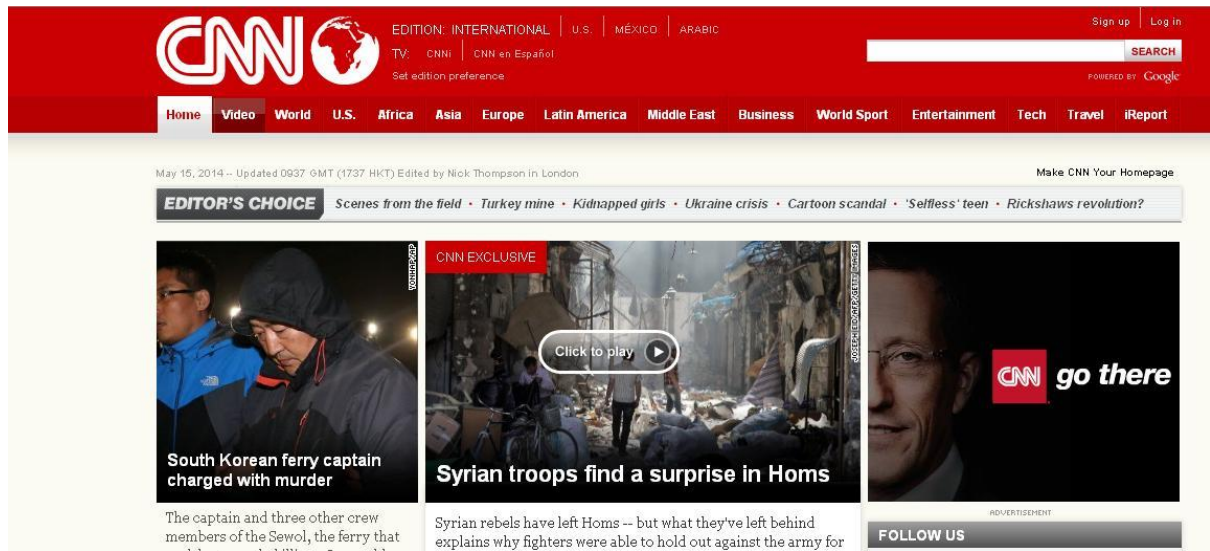
The site will attempt to imitate a national news website.

It will be simple and informative. It will deliver the required information with very little distraction.

Formative Testing

To make the site imitate a news site I have looked at the CNN website. It uses bold colours for its logo and has made its navigation as simple as possible. News articles are divided into categories and the navigation stretches across the top of the page.

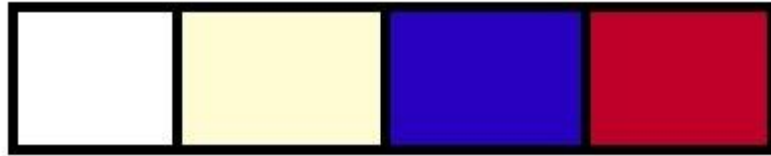
I hope to be able to keep to the same sort of scheme for my website.



Colour Scheme & Fonts

Most news sites use bold colours on light backgrounds to make them as easy to read as possible. I plan to use a few colours to make the site look exciting but at the same time not draw away attention from the articles.

Potential Colours:



The fonts used in the website need to be bold and easy to read.

Possible fonts to be used in website:

Impact **Arial** **Black** Verdana