

## Creative Brief

Joshua Guo

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### **Project Title: Cultural Depictions of Ravens Website**

#### **1. Project overview**

The goal of my website is to be generally informational, but to present interesting and unique information about the various cultural associations of ravens across time and space. The overview sections will be mostly informational but each will include distinguishing information such as significant lines of poetry/mythology and artwork/paintings specific to each culture.

#### **2. Resources**

Resources include the [Wikipedia page](#), several articles ([1](#), [2](#), [3](#) [4](#), [5](#)) which include copy, photos, and text excerpts from various poetic or prose works.

#### **4. Audience**

This is an informational site that aims to bring knowledge and awareness of various precious cultural stories and the heritage that surrounds these birds which are frequently misunderstood in the modern day. The audience will be all ages, so I am to bring both an engaging but also accurate and informational angle to the stories I display and the cultures I am highlighting.

#### **5. Message**

I'd like to focus on the idea of helping to engage others in the rich material and history that surrounds these birds, highlighting the important cultural and symbolic roles these birds play in many places across the world.

## **6. Tone**

The tone of this site is meant to draw viewers in and present them with interesting and fun information about places and people they might not know that much about, educating but also trying to get the user interested enough to do their own research.

## **8. Visual Style**

The palette of this site will be vintage, historical, and inviting. I aim to invite viewers to engage more deeply on their own with the various stories and ideas presented through visually interesting and or novel ways of showing depictions of ravens throughout history. I also aim to include snippets of prose or poetry that are significant to each culture and people.



