Creative Brief

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Project Title: Succulent Plant

1. **Project Overview**

   Recently, succulents have become a trendy symbol and aesthetic in popular
   culture as well as being a convenient houseplant. I want this website to provide
   information and background on them beyond what they've become as decorative
   elements in design.

2. **Resources**
   The wikipedia site I've chosen is https://en.wikipedia.org/wiki/Succulent_plant.
   In terms of photographs, These are websites that you can use images from or
   just draw inspiration.
   https://www.freepik.com/index.php?goto=2&k=succulent&isCat=1&isKeyword=1
   &order=1&vars=1
   https://www.istockphoto.com/photos/succulents?phrase=succulents&sort=best

3. **Audience**

   The audience is intended to provide information about succulents to those who
   are new to the concept. Its intent is to be a portfolio piece so the intended
   audience will range from classmates and professors, to potential employers.

4. **Message**

   The message should be centered around informing the viewer about the
   succulent as a living organism that requires care, not just a icon for popular and
   trending aesthetics.

5. **Tone**
   The tone here should be modern and fresh. It can be playful but should remain
   clean and simpler is better. While I want the purpose to be more educational, I'd

prefer it had the appeal of how it has played into modern design instead of a scientific approach.

6. **Visual Style**
   Think about the geometry, patterns, and colors that occur naturally in the plants. The treatment of the design could have lighter weights and colors with a stronger underlying grid. I think that a grid of succulent images, each corresponding to a clearly marked subsection would provide clear navigation for the sight. I have added some pdfs of what the websites could possibly be modeled after though I'd like there to be a slightly clearer visual hierarchy and less grey.