

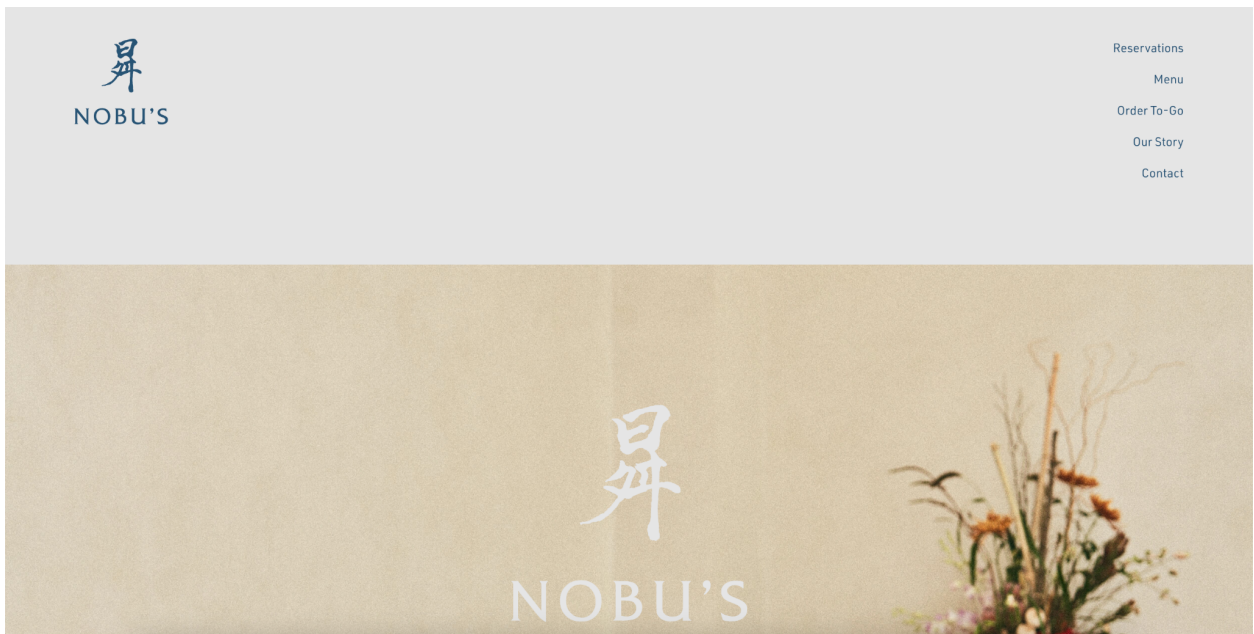
Creative Brief

11/1/2022

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Project Title: Bento

1. Project Overview
 - a. My goal for the website is to introduce how the culture of bento has emerged and how it is a huge part of Japanese food and household culture.
2. Resources
 - a. The reference is found at: <https://en.wikipedia.org/wiki/Bento>
3. Audience
 - a. Anyone who is interested in learning detailed information about bento. The overall tone should also be informed to the elementary school students in Japan who receive daily bento from their mothers.
4. Message
 - a. I would like to especially focus on how there are different types of Bentos based on various categorizations and introduce how interesting the culture is.
5. Tone
 - a. The tone will be cultural and informational.
6. Visual Style
 - a. Each area of information may be contained within a container that implies the image of a bento container.
 - b. I intend to use a clean and geometric style in the website, also containing wood textures throughout to imply the bento container.
 - c. Some Japanese calligraphy will also appear throughout either for informational or visual purposes.



Clean and wood feelings overall with some emphasis on dark tone