

Creative Brief
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Project Title: Great British Bake Off

1. Project overview

The goal of my project is to be fun and informational. I want to show the essence of what the show is, and have some fun displaying information about the contestants and winning bakes in a creative way.

2. Resources

https://en.wikipedia.org/wiki/The_Great_British_Bake_Off

<https://thegreatbritishbakeoff.co.uk/>

Copy can be found on the wikipedia site and on the show's site. A lot of photos are available on the show's site, and google photos has tons as well.

4. Audience

The audience is college aged students, some adults and professors as well. Mostly I want to focus on college aged students who would want to know more about the show.

5. Message

I would like the focus to be on the bakers themselves and their creations. There is information about the show in general to provide context, but I would like to put more emphasis on the people and what they make through photos and/or information about them.

6. Tone

Fun and playful! I want it to use bright colors that work with images of the bakes and convey the creative and happy atmosphere of the show.

8. Visual Style

My initial ideas for style are about it being colorful and creative. I think brighter colors that work nice together to create a bold look would work well. Here is an idea for a color scheme, but feel free to choose other colors that fit the vibe of the site.

