Creative Brief

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Project Title: New York City Website

1. Project overview

The goal of my website is to be generally informational, but to present New York City in a way that illustrates its uniqueness and different aspects of the city.

2. Resources

Copy is available https://en.wikipedia.org/wiki/New_York_City , as well as some photography. There are a lot of other photographs available on Google Images as well.

4. Audience

This is a strictly informational site and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. Demographic information could be all across the board, but the audience won't likely include children, or people of higher than retirement age.

5. Message

I'd like to focus on the legacy of New York City and its overall importance and influence.

6. Tone

The tone here I think should be historic and moving. I want to convey New York city in an unbiased and informational light.

8. Visual Style

I intent on using vibrant photos to represent the beautiful atmosphere of the city including skylines, parks., bridges. And other buildings or monuments. Below are a couple of jpgs of inspiration or ideas. Maybe something in the same vein as these, but not so literal perhaps.