

Arantza Zamarripa
CIM 111

Creative Brief, Wideframes & Adwords

I. Background Summary

This is a website that is LGBTQ related. This blog contains a couple of coming out stories from different people from different places and it demonstrates how the LGBT community is important to them and offers a space for individuals from the LGBT community a safe space to share their story, the good and the bad of coming out.

II. Overview

This project is a final project for CIM 111 class , which is Web Design. By doing this project, I learned how I could make a website that feels cozy with colors and the layout for people that are looking for a website that makes them not feel alone.

III. Drivers

I chose to place the stories right in the first page because it allows people to understand what it is about without having to click many times. I feel that we need this website because it helps people who feel alone in their journey of coming out, makes them realize how sometimes there are happy ending and sometimes it is harder than they thought. I feel that we need more safe spaces where people feel like if they tell their stories they care. The About me section was included to explain why I care deeply about this.

IV. Audience & Competitors

My audience would be people from the LGBT community or allies.

V. Tone & Message

It is a very warm and cozy tone but at the same time some stories might have harsh messages because of the different experiences of people. In general the tone is very easy to read with no complicated words since its main point is for people to feel related and personal to the website and stories.

VI. Visuals & Details

The Visuals used in my website are mainly original, either I took them or the people sent the images to me. Only 2 images were taken from weheartit.com

5 inspirations:

- <http://whenicameout.tumblr.com/>
- <http://lgbt.ie/blog/>
- <http://yummertime.com/>
- <https://www.impactprogram.org/lgbtq-youth/youth-blog/>
- <https://www.fitforafemme.com/blog/>

CIM III

wide frames

Arantza Zama Mipa

Home

Home

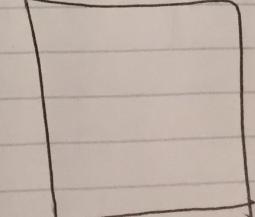
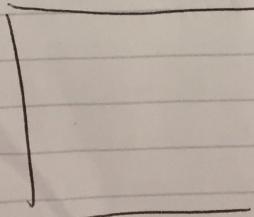
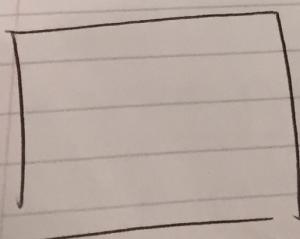
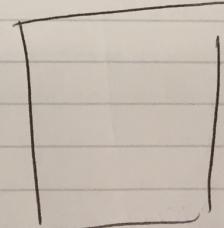
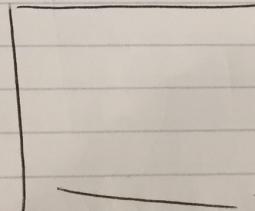
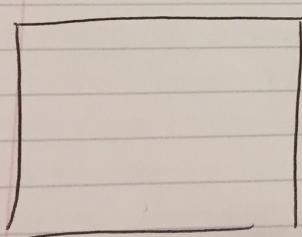
About me

Every story is a story worth telling

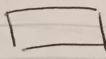
About me

About the project/why

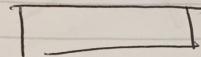
stories



About me

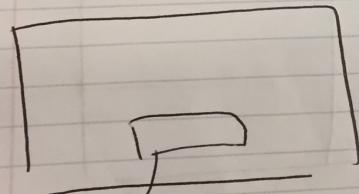


~~Every story is a story
worth telling~~

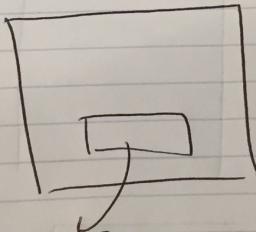


About me

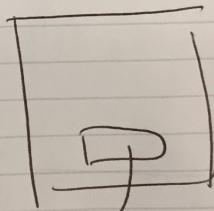
Videos



link to youtube

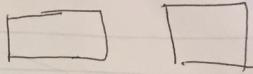


link to youtube



link to youtube

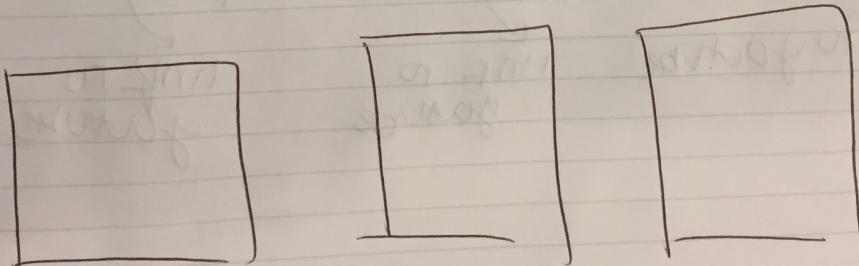
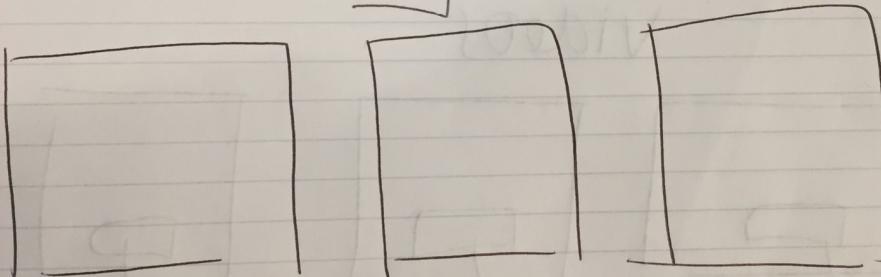
Each story section



Every story is a story
worth telling

About me

STORY of
PERSON



Google Adwords

Take an action on your website

Locations

Show ad to people interested in your products or services, within 15 miles of Brickell, Miami, FL, USA

Map data ©2018 Google, INEGI | Terms of Use

[EDIT](#)

Budget

\$4.93 daily average ②

\$150.00 monthly maximum

Coming Out Stories | Our Struggle

Ad arantazm.github.io▼

A safe place to share your story, every story is a story worth telling.

[EDIT](#)

Product or service

Your business category
Personal Blog

Your products or services
coming out stories, gays, lgbt, lgbtq, pride

[EDIT](#)