Arantza Zamarripa

CIM 111

Creative Brief and Wideframes

1. 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.

1. 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.

1. 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.

1. Audience & Competitors

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

1. 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.

1. 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