

Creative Brief

Collin Lloyd

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Project Title: The United States Capitol Website

1. Project Overview
 - a. This will be a purely informational website that presents the unique history, art, and architecture of the U.S. Capitol building. Though most understand the significance of the building, I want to highlight things that most people may not understand or know about the building representing the center of our democracy.
2. Resources
 - a. Most of the body copy for this website will come from the Wikipedia page for the Capitol Building, found here: https://en.wikipedia.org/wiki/United_States_Capitol. While there are some images on this page, most of the higher-quality images will come from Google Images and the Capitol building website from the Architect of the Capitol:
<https://www.aoc.gov/explore-capitol-campus/buildings-grounds/capitol-building>
3. Audience
 - a. Considering this is an informational site completed for a class project, it will not be promoted commercially. That being said, though, I want to make sure that this website is easily digestible for users of all ages. I'm thinking of a younger student writing a report on the Capitol - I want to make sure that this website has all of the relevant information presented in a way that is easy to read, understand, and enjoyable to look at. If this website can appeal to a younger audience successfully, I believe it can also appeal to an older audience seeking quick facts or information on the Capitol.
4. Message
 - a. Since I'm not focusing on one particular aspect of the Capitol building, the message of this website will be emphasizing the lesser-known information and history relating to the building itself.
5. Tone
 - a. The tone for this website should definitely be clear, historical, traditional, and authoritative. With the building carrying so much history and it being the center of our government, a historical and authoritative tone feels right for this. Additionally, a clear and traditional tone is how I would want the website's design to be described. I want to make sure it feels like a reliable source of information.
6. Visual Style
 - a. I have a pretty clear idea of what I want this website to look like. I'm thinking of a minimalistic style combined with serif typefaces for headers/important information, and sans-serif for body text. Images will be a big part of the website, and I think I want them to take up a lot of space so that they are the main focus. I'll use a pretty neutral color palette, using white & black primarily, with red and

blue accents to reinforce the 'American' feeling. I want to use the look and feel of the building itself as inspiration for the visual style.

Below are a couple examples of inspiration:



(really like the symmetry in this picture. Might try to do a symmetrical header/nav bar as a result)



Really like the stylistic choices in this website

Here, the Senate and House of Representatives come together to discuss, debate and deliberate national policy; develop consensus; and craft the country's laws.

The United States Capitol Building is located in Washington, D.C., at the eastern end of the National Mall on a plateau 88 feet above the level of the Potomac River,...

U.S. Capitol Building

CAPITOL CRYPT
CAPITOL DOME
CAPITOL ROTUNDA
CAPITOL SUBWAY SYSTEM



THE WHITE HOUSE



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THE BIDEN-HARRIS ADMINISTRATION

Thousands of people work in the West Wing, the East Wing, the Cabinet, and the Executive Office of the President. Learn more about the people who carry out the priorities of the Biden-Harris Administration.



PRESIDENT JOE BIDEN



VICE PRESIDENT KAMALA HARRIS



FIRST LADY DR. JILL BIDEN



SECOND GENTLEMAN DOUGLAS EMMHOFF



Top



Really like the official and authoritative feel of the Biden-Harris administration website