

# Creative Brief

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Project Title: Amanita Muscara

Project Overview:

## Resources

[https://ultimatepopculture.fandom.com/wiki/Amanita\\_muscaria](https://ultimatepopculture.fandom.com/wiki/Amanita_muscaria)

[https://en.wikipedia.org/wiki/Amanita\\_muscaria](https://en.wikipedia.org/wiki/Amanita_muscaria)

## Audience

The intended audience is botanists, pharmacologists, biologists, ethnopharmacologists, and theologians.

## Message

The message is to display relevant and interesting facts, characteristics, and information about the fly amanita mushroom.

## Tone

Simple and informational. Fun visual and to-the-point messaging.

## Visual Style

Simple layout with cards much like ABNB displays properties.

The color scheme would be that of the mushroom itself.

The screenshot shows the Airbnb homepage with a search bar at the top. Below the search bar are various filter categories: Amazing views, OMG!, Cabins, Shared homes, Boats, Mansions, Beachfront, Luxe, Design, Amazing pools, Domes, Lakefront, and Campers. A 'Filters' button is also present. Below these filters are four property cards, each featuring a large image of a vacation rental, its location, star rating, distance from the user, availability, price per night, and a 'Show map' button. The properties are: Jenner, California (4.83 stars, \$1,499/night); San Rafael, California (4.94 stars, \$159/night); Oakhurst, California (4.94 stars, \$1,213/night); and Moss Beach, California (4.93 stars, \$852/night). At the bottom of the page, there is a footer with links to Airbnb's terms and conditions, privacy policy, sitemap, and support resources.

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English (US) \$ USD Support & resources ^







