Creative Brief

Christina Lee 04/14/20

Project Title: Emma Watson Website

1. Project Overview

The goal of my website to be informational, but to present Emma Watson's life and past as well. Also, I wanted to inform the audience in a way how Emma Watson also participated social activism. She's not only a great actress, but also a great activist.

2. Resources

All of the content information is from: https://en.wikipedia.org/wiki/ Emma Watson and some photography. Some other images are all from Google images.

3. Audience

My audience for this website would be open to everyone. However, since this is focused on one particular person, a lot of people who are fans of Emma Watson and fans of her drama or movie she participated will be my audience.

4. Message

I just want to give a message to an audience that she performed perfectly as an actress, but also as a student, but also as an activist as well. I just wanted to inform people that how she is influential and capable in every aspects.

5. Tone

The tone here is more serious and historic rather than playful side because people who visit my website is trying to learn more about Emma Watson, but not looking for something funny or playful.

6. Visual style

Since, this is an informational page, I would like minimalize the usage of color, and try to use color to give some highlights and emphasis on important parts. It will be mostly black and white except for few color usage. I would like to keep it simple, so that the audience can focus more on the content and images related to the content.





One of our clients asked for help in refreshing his website. The previous one was already few years old and required adaptation to the latest viscal and technical standards. The main goal was to refresh the image of the clinic and to strengthen its position among others professional and trusted aesthetic medicine centers. As for the visual design, we wished to achieve a highty clinical and pharmscy-like lock, broken with a stylish elegance. This is why we applied highly contrasting colors and placed such a great emphasis on typography. readability of the texts and the headers. Altogether it gives the sense of lizeury, elegance and stype, being every femiline and simple at the same time.