

Creative Brief

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Project Title: Australian Shepherd Website

1. Project overview

The goal of my website is to be generally informational, but to show the unique qualities of the breed in a way that show owners whether or not they would be a good match for this type of dog.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Australian_Shepherd, as well as some photography. There are a lot of other photographs available on Google Images as well.

4. Audience

This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children, or people of higher than retirement age. This will be for middle-aged or younger people looking to own a pet.

5. Message

I would like to highlight the skills and unique traits of this dog breed. I would like to show their intelligence, active lifestyle, and mannerisms which make them a good fit for an active family.

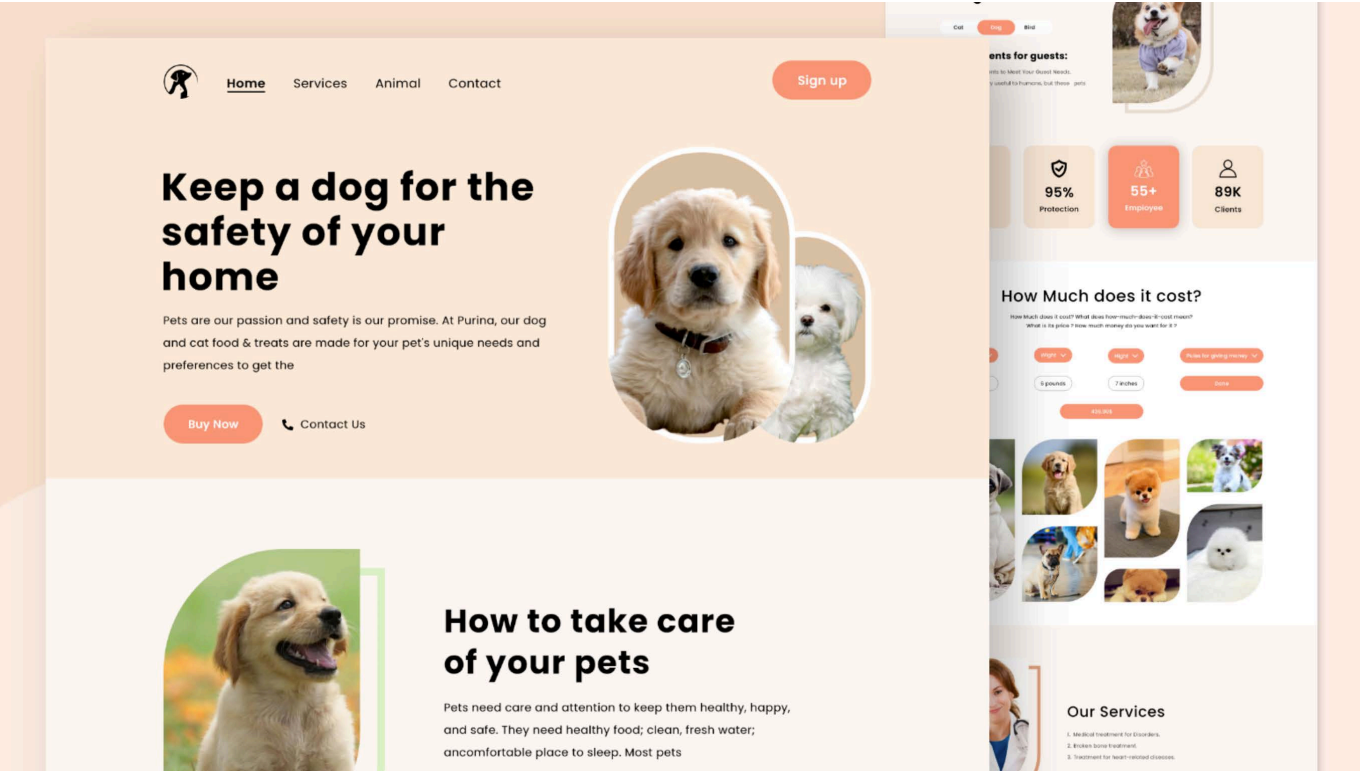
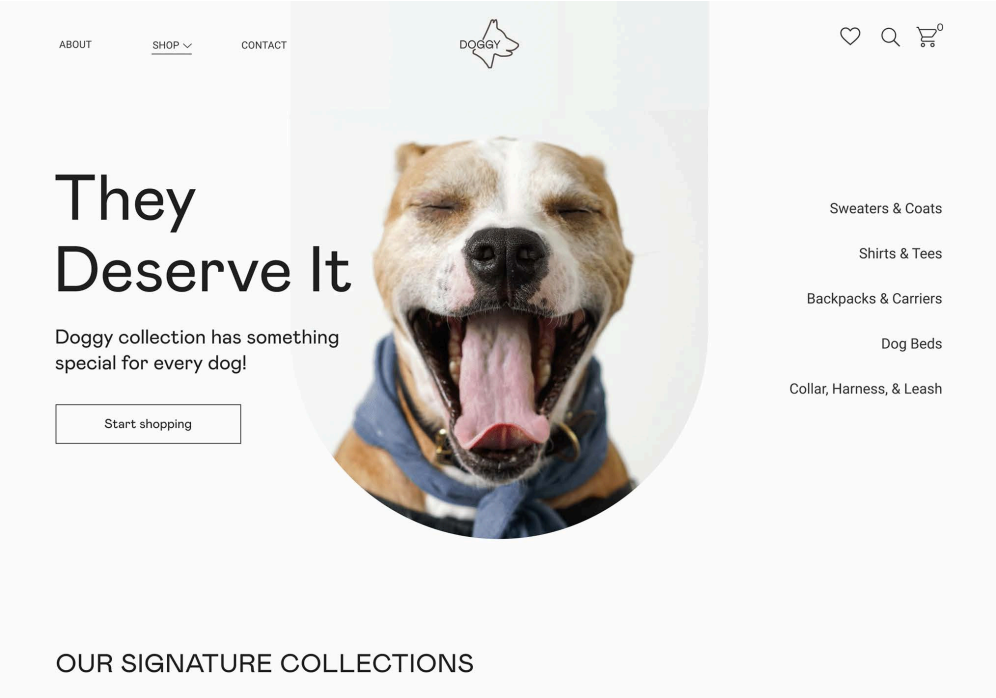
6. Tone

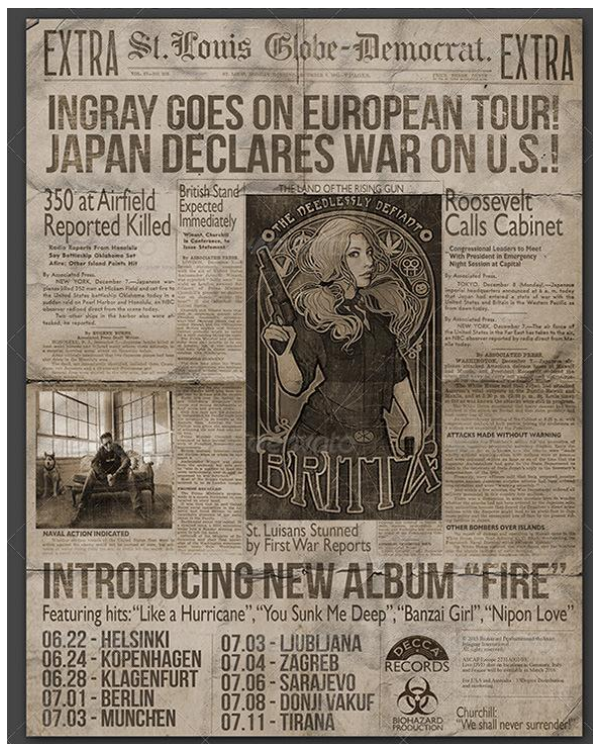
The tone here I think should be friendly, energetic, and gentle, just like the Australian Shepherd. I want the tone to feel people-friendly and non-intimidating, and informative in an optimistic way. Encouraging people to see the good qualities of the breed.

8. Visual Style

I would say using a lot of rounded-edge shapes and a select use of soft yet bright colors would be a great approach. The dog should be at the forefront of the design, but delivered in a friendly, yet professional way so that viewers realize the responsibility of owning this dog.

Here are a couple of jpgs of inspiration or ideas. Maybe something in the same vein as these, but not so literal perhaps.





(but not so grungy and worn out)