

Natalie Dinh
Creative Brief

1. Project Overview

An informative website that introduced the concept of tiny homes and the movement for affordable and environmentally conscious houses.

2. Resources

Refer to the introduction, Globally, Legality, Housing for the Homeless, and Design sections

https://en.wikipedia.org/wiki/Tiny-house_movement

3. Audience

Geared towards the public unfamiliar with architecture but interested in urban design and global issues. The audience should be environmentally conscious and empathetic. This should also be geared towards those with hobbies in the outdoors or carpentry and building.

4. Message

The message is to introduce the public to alternative models of housing. The call to action is to encourage people to become involved in supporting local housing projects for unhoused people and to partake in building houses. The overall takeaway is to normalize tiny homes.

5. Tone

It should be clear and casual while empathetic.

6. Visual Style

Minimal, earth tones, images of forest, refer to mid-century architectural styles. Showcase tiny homes in an elegant way.



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