

# Creative Brief

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Project Title: Coca Cola Freestyle Website

Link: [https://en.wikipedia.org/wiki/Coca-Cola\\_Freestyle](https://en.wikipedia.org/wiki/Coca-Cola_Freestyle)

## 1. Project Overview

The goal for this site is to provide an interesting background and context for something that not a lot of people might necessarily think exists, which is the Coca Cola Freestyle machine. I want it to feel like a narrative from its original development to current state of existence, in a manner almost similar to *How It's Made*.

## 2. Resources

The Wikipedia page is listed above, which is where I will receive most of my written information, but also from the official page on the Coca Cola site: <https://www.coca-colafreestyle.com>

## 3. Audience

This website is aiming to attract a wider audience, and I will do that by making the information easily digestible and accompanied by striking visuals that can do a lot of the heavy lifting in the communicating of these concepts. In actuality this site won't be seen by many people, but I would like it to feel like it could be enjoyed by people of any age.

## 4. Message

I think my greatest message I'm trying to convey is that there is a lot more time and energy put into these standard objects we interact with in our everyday lives, and knowing more about how it came to be will give people a greater appreciation for it moving forward (also hopefully will put a machine on campus).

## 5. Tone

The tone of my site will be very informational but still have a bit of humor and playfulness, to make it less about the complicated engineering feats but more so about how cool it is a single machine could make so many combinations of flavors and beverages (the automated Willy Wonka of our time).

## 6. Visual Style

I will be emulating a lot of the already existing brand identity for the machine and Coca Cola as a whole, but I also want to bring in outside influences to make it feel a bit more original, so that might include early web aesthetics or even design sensibilities from the 1960s, anything that uses the motif of the circle as a bubble/blob that could fit within this soda theme I have going on.

