

Creative Brief

Jessie Luo
10/28/25

Project Title: Yosemite National Park Website

1. Project Overview

- a. The goal of this website is to be pretty informational, providing viewers with a comprehensive and engaging experience learning about different aspects of Yosemite National Park including, background, history, geographic features, and activities. Yosemite National Park is an iconic national park however many people are not very knowledgeable about its details and ecological features, therefore this website aims to bridge that gap through conveying visually engaging information that deepens other's appreciation for the park.

2. Resources

- a. [Wikipedia Page](#)
- b. [National Park Foundation](#)
- c. [Government Website](#)
- d. Images: Google, [National Geographic](#), [Yosemite Mariposa County](#)

3. Audience

- a. This is an informational website designed for a broad audience, primarily middle school students and older. The main people who view this website would probably be those who want to visit this national park, do research for a school assignment, or are just curious.

4. Message

- a. I want to showcase the long history, beautiful features, and biodiversity of this park. It allows viewers to look beyond just the popularity of this park and discover more of its unique habitats and historical importance.

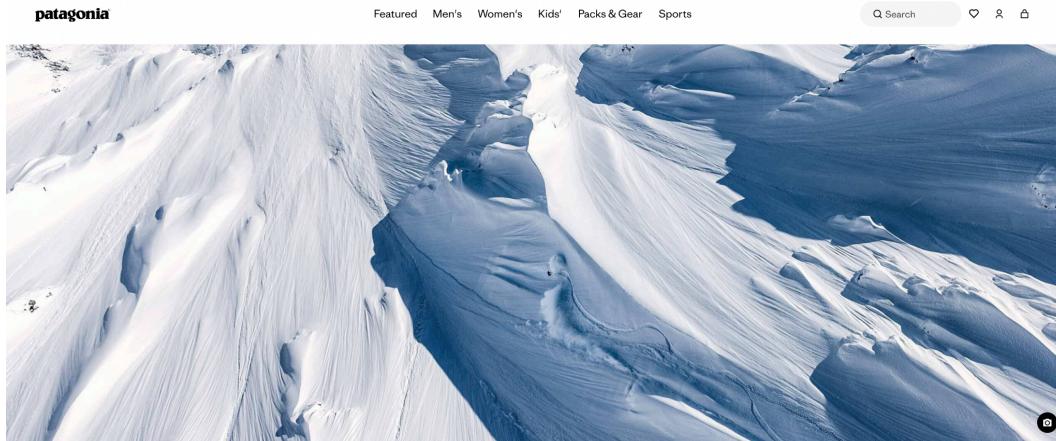
5. Tone

- a. The tone will be educational and professional while maintaining excitement to inspire curiosity to learn more. Information should be clear and easy to understand.

6. Visual Style

- a. I'm going for an informational yet engaging website style with large images that embodies and showcases the beauty of the park. For the home page, it will feature large engaging images of the park with some overlapping text. Other pages will most likely have less overlapping, and focus more on clarity and readability. The

color palette will include softer tones such as greens and blues as well as nature and earthy colors.



Snow

NATIONAL GEOGRAPHIC

HOME EXPLORE NEWS MAGAZINE MAPS TRAVEL SHOP

ENTER THE WILD

BIRDS OF A FEATHER

BRITISH COLUMBIA CANADA

THE WILD

ARM TRAVEL

Peru

Machu Picchu

Get the most out of your trip by discovering impressive places in Republica Peru

Location: Andes mountain range in the south of Peru

The Inca jewel built with the wisdom of the ancient Peruvians in an ecological environment. Capturing the beauty of the Andes mountains, where the mountains are climbed by terraces. Pictures villages ready to the surprise of the world. For those interested in archaeology and bird watchers.