

CREATIVE BRIEF
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PROJECT TITLE: The Book of John

Project overview

I want my website to be informational but at the same time, simple and emotional. The main goal is to let others know the power of God's words and His unconditional love. By the last page, I want the viewer to have been moved and curious about their relationship with God.

Resources

<http://biblehub.com/summary/john/13.htm>
<https://www.cliffsnotes.com/literature/n/new-testament-of-the-bible/summary-and-analysis/the-gospel-of-john>

(Jia yu, I'll get back to you on a more extensive resource after talking to some people)

Audience

This is for anyone—both believers and non-believers. There are always many things even believers in Christ do not know about certain books in the bible. However, this specific book was chosen to intrigue and move first-time believers who do not know about who Jesus is as much as others. It is a good introduction.

Message

The main message is that Jesus Christ is the son of God and that whoever believes in Him, shall have eternal life. Additionally, while other books talk about what Jesus did, the Book of John talks more about who He really is and His nature. I want the readers to know about the miracles and ministry of Jesus.

Tone

While the tone may come off didactic in the beginning with the background facts, I want an emotional tone mixed in so that it does not come off as simply informative. I want the readers to be able to be affected emotionally.

Visual Style

I do not think there's a certain visual style I have in mind, but there are somethings I would want to avoid.

I want to avoid heavily stylized elements that seem overly decorative and modern-pop like. (so more on the simple side). The color scheme should not be stark—a more calm color scheme would be soft. I don't think the website should necessarily look like a historic and “old” site that looks like it's from the ancient times.

I would like to see some nature related images/visuals incorporated on the site.