

Creative Brief

Joanne Shin
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Project Title: Gordon Ramsay

1. Project overview

The goal of my website is to be informational and bring a spotlight on Gordon Ramsay's achievements and career.

2. Resources

Wikipedia: https://en.wikipedia.org/wiki/Gordon_Ramsay lists of his achievements and bibliography-like information about his career is on this page. Additional images will be from Google images.

3. Audience

This is an informational site, and will not be used as promoted commercially in any way. This will be part of my portfolio, so the information and design should be appropriate to the professional language and images. As my instructors will see and review it.

4. Message

I would like to focus on the achievements of how he got to where he stands to be. Even though the start of his career is not as well known as his current career,

5. Tone

As a professional, star, and an influential chef, Gordon Ramsay's style of perfection and neatness would be appropriate for the tone of this website.

6. Visual style

I have 2 suggestions: or you can mix the two!

- 1) Monotoned/minimalistic style and using the San-Serif typeface to show sleekness would be a nice fit for his style. Nothing too decorative.
- 2) Highly engaging with the audience with colors and images from the show. However, try not to make it too tacky or patchy. Information and funny parts should mix well. It is harder to make it look professional and try to grasp the audience's attention.

Here are reference images for idea 1)



GORDON RAMSAY RESTAURANTS BOOK A TABLE RESTAURANTS & BARS ▾ PRIVATE DINING & EVENTS ▾ WHAT'S ON ▾ CAREERS ▾ THE GRAPEVINE ▾ GIFTS ▾ FAQS

CHRISTMAS IN LONDON

Season's Greetings from the Ramsays!

This year, more than ever, we want you to enjoy a Christmas filled with all the important things - family, friends and great food.

Our festive set menus are available throughout December, plus there are delicious feasts for Christmas Day itself and New Year's Eve menus to ring in 2021 in style.

Browse all of our London restaurants below for some Festive inspiration, and make this year a Ramsay Christmas...

BOOK A TABLE →

Four small images arranged horizontally. From left to right: 1. A close-up of a dish being garnished with a drizzle of sauce. 2. A view of a restaurant's interior with a long bar and stools. 3. A close-up of a dish with caviar and microgreens. 4. Another view of a restaurant's interior, possibly a lounge or a different part of the establishment.

Here is a reference to his website

<https://www.gordonramsayrestaurants.com/whats-on/christmas/>

Idea 2) red as an accent color

