

Creative Brief

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10/28/2021

Project Title: Sinan Road, Shanghai 思南路

1. Project Overview

The goal of my website is to be a travel guide for people who are interested in visiting Shanghai's Former French Concession. I would like to focus on Sinan Road, a "hidden gems" that was known by locals but less mentioned in most travel guides.

2. Resources

https://www.tripstoshanghai.com/attractions/show/sinan_road.htm;
<https://www.travelchinaguide.com/attraction/shanghai/sinan-road.htm>

And some photography sources.

3. Audience

Potential audience of the website are people who are interested in Shanghai, who want to learn more about Shanghai from a unique perspective, and those who are planning on visiting Shanghai in the future.

4. Message

I would like to focus on the two-sided nature of Sinan Road; acknowledge its historical significance and look at it as part of an international metropolis.

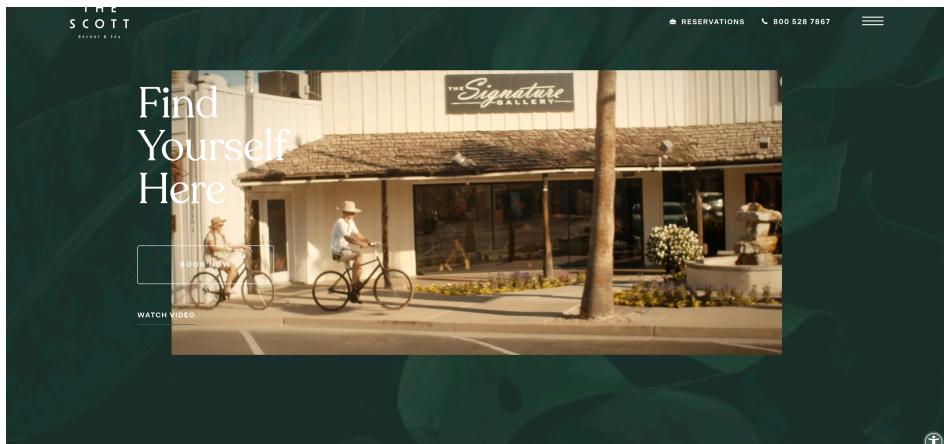
5. Tone

The tone will be an informative and delightful tone; there will be a lot of photos.

6. Visual Style

For the historical portion, the color will be B&W/monochromatic; the other sections will have a more colorful and brilliant style.





手前
料賃連中
廣報
審

商エクス

〒860-0037 熊本県熊本市中央区西新井寺町6

〒860-0037 熊本県熊本市中央区西新井寺町6 ルート
発行者: 駐車場

駆け足を表示

MAP

熊本駅からお越しの方
熊本市電バス系統: 熊本駅前 ~ 鉄鋼橋駅 / 約1分 (鉄鋼橋駅より徒歩4分)
ヤクタマタモト方面からお越しの方
熊本市電バス系統: 幸島駅 ~ 鉄鋼橋駅 / 約7分 (鉄鋼橋駅より徒歩4分)

お車でお越しの方
熊本市街地より約16分
熊本ICより約30分

駐車場について
当館付近にある有料駐車場をご利用ください。

Google 地図

THE SCOTT
HOTEL & SPA