

# Creative Brief

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Project Title: Cedar Point microsite

## Project Overview

The goal of this site is to inform the viewer about Cedar Point, its history, and all that it has to offer. While this is not necessarily going to be designed to advertise the park, it will serve as a flattering introduction.

## Resources

Much of the text and information will come from the [Wikipedia page](#), but some of that could be supplemented with information from the [Cedar Point](#) website. There are plenty of high quality images of the park on Google Images, as well as the Cedar Point social media channels.

## Audience

This site will not be promoted in any way, but the hypothetical audience includes those who are interested in amusement parks; typically younger, active individuals and families.

## Message

I'd like to show how much Cedar Point has to offer, from the big thrill rides to the family-oriented shows. I grew up going there in the summers, and I want to capture the feeling of awe and wonder I used to feel when I was in the park.

## Tone

The tone should be light, bouncy, and fun. While the site will include a history page, the overarching tone will be reflective of the exciting nature of the park.

## Visual Style

I want this to be bright and colorful, taking inspiration from the colors of the rides and attractions. I always felt that the park had a bit of a candy shop vibe with the color and typography, and I want to highlight that. A lot of the imagery will be of the rides themselves, while the type will take inspiration from signage around the park.

