**Creative Brief**

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**Project Title: Neapolitan Pizza Website**

1. **Project overview**

My idea was to make a simple educational website about a really specific topic (Neapolitan pizza, which has a fun/pretty snobby history—I used to work at a Neapolitan pizza place). However, I was prepared to broaden the topic if it turned out to be too specific for an entire website, so I just want to tell you that if you would rather do pizza as a whole or focus on more types of pizza than just this one, definitely feel free and I’m happy to help you however I can.

1. **Resources**

<https://en.wikipedia.org/wiki/Neapolitan_pizza>

<https://www.thespruce.com/what-is-neapolitan-pizza-2708762>

<https://en.wikipedia.org/wiki/Pizza> (for other kinds if you want to broaden)

1. **Audience**

Instructors, employers, pizza enthusiasts. Adults, not kids.

1. **Message**

Pizza is delicious and this particular kind is interesting and historical.

1. **Tone**

Modern, simple. Written like a swanky restaurant menu. Basically want to make the pizza seem as delicious as possible.

1. **Visual Style**

Sleek and clean, with large photos.

<https://www.theeddynyc.com/>

<http://thekingsarmslondon.co.uk/>