

# Creative Brief

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## Project Title: Garden Gnome Liberation

### 1. Project overview

The goal of my website is to be generally informational

### 2. Resources

Copy is available at [https://en.wikipedia.org/wiki/Travelling\\_gnome](https://en.wikipedia.org/wiki/Travelling_gnome) , [https://en.wikipedia.org/wiki/Garden\\_gnome](https://en.wikipedia.org/wiki/Garden_gnome) , as well as some photography. There are a lot of other photographs available on Google Images as well.

### 4. Audience

This is mostly a fun informational and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include people of higher than retirement age.

### 5. Message

I'd like to focus on Garden gnomes as a suppressed minority group and bring attention to their struggles to gain liberation.

In all seriousness I'd just like it to be a well thought out website that is easy to navigate and aesthetically pleasing

### 6. Tone

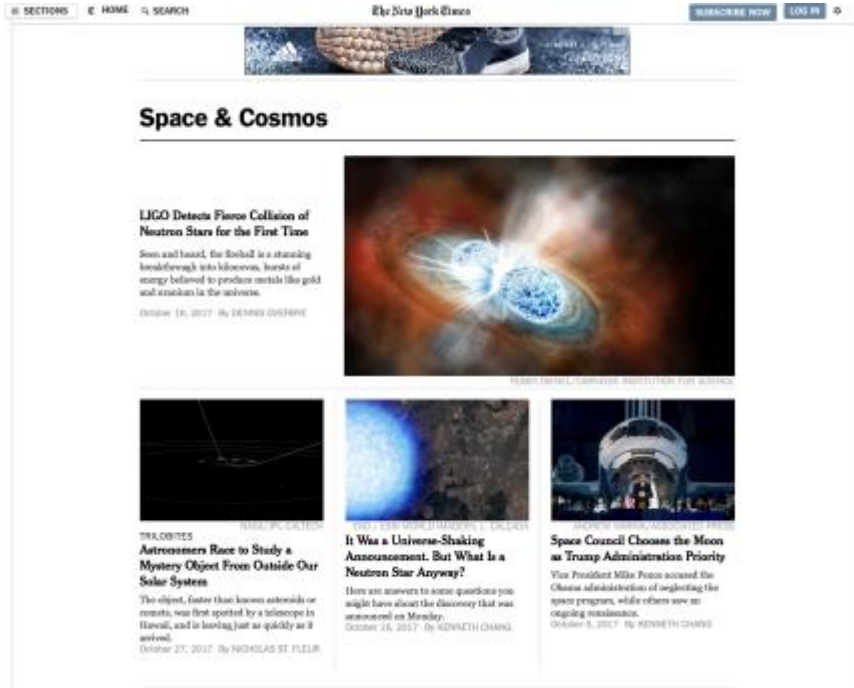
The tone here I think should be serious to contrast with the ridiculous subject matter.

### 8. Visual Style

My instinct is to go one of two ways – 1. Black and white or limited color, maybe reminiscent of news websites? or 2. Brightly colored and reminiscent of a lawn. The problem with the second option is that while it gives visual cues back to the assumed habitat of gnomes, the color and theme may be triggering for any garden gnomes who visit the website for information

Here are a couple of webpages of inspiration or ideas. Maybe something in the same vein as these, but not so literal perhaps.

<https://chaptr.studio> -> monochrome palate with images, large type



-maybe have links to pages be large images?



-garden gnome of inspiration