

Creative Brief

Sophie Tao

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Project Title: Alice's Adventures in Wonderland

1. Project Overview

The goal of my website is to provide an engaging and informative overview of Lewis Carroll's novel *Alice's Adventures in Wonderland*. I want to explain major elements of the original story including its plot, characters, writing style, and themes while also highlighting its lasting influence on popular culture.

2. Resources

Copy text is available at https://en.wikipedia.org/wiki/Alice's_Adventures_in_Wonderland#. There are also illustrations available at https://en.wikipedia.org/wiki/John_Tenniel#, and more can be found through a Google search.

3. Audience

This is a strictly informational site and won't be promoted commercially in any way. Although Carroll's original novel is intended for children, my website will be geared toward a broad but slightly older audience (middle school age and above) who can understand more nuanced aspects of the novel.

4. Message

I would like to highlight the elements that make this story so iconic and culturally significant to this day, such as its distinctive writing style and memorable illustrations.

5. Tone

My website will have a whimsical and playful tone that echoes the intentionally nonsensical tone of the novel. However, I want to maintain a sense of self-awareness and avoid making it feel childish.

6. Visual Style

I would like my website to have a slightly vintage and nostalgic but not overly old-fashioned appearance. I hope to reference the novel's time period while still making it feel relevant and approachable to modern-day users.



This color palette and whimsical vintage style work well for the tone I hope to evoke.

WELCOME TO
*The Next Generation
of Whiskey*

BROUGHT TO YOU BY THE:
James B. Beam Distilling Co.

HARDIN'S CREEK

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HARDIN'S CREEK

Boston | **Clement** | **Frankfort**

WELCOME TO
*慨ate the Future Back to our
Roots*

THE BEAM LEGACY

Booker Noe, T. Jeremiah Beam, and Carl Beam with
their millionth barrel

In 1955, Jacob Beam started a legacy measured in centuries.
In generations later, Fred and Freddie Noe are looking for
the next generation to continue it. In the family legacy that made whiskey as we know it today,
each release of Hardin's Creek, Fred and Freddie draw
on generations of knowledge to create whiskey's future.

HARDIN'S CREEK

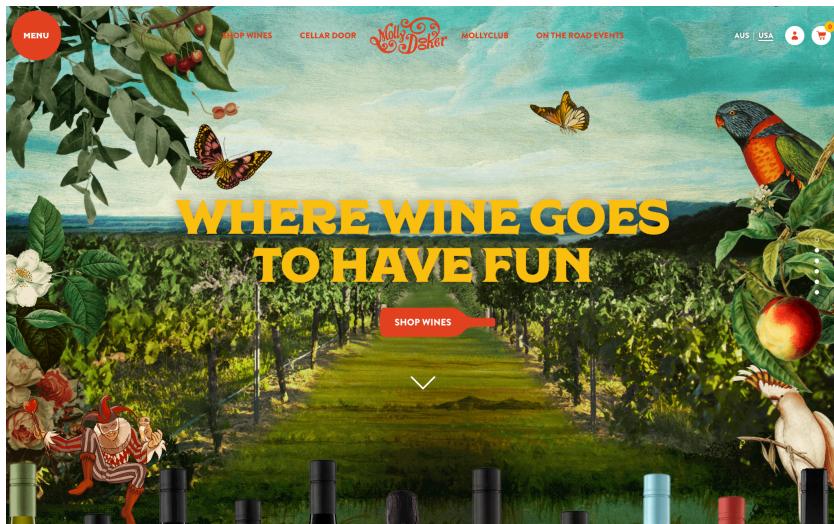
I like how this website is vintage-inspired but still clean in appearance, and how it incorporates engraving-style illustrations. However, I would make my website less dark.



The subtle texture, handwriting, and engraved illustration in the background of this site evoke a historical/vintage mood without overpowering the layout or detracting from the clean typography and images.



I like this collage-style image treatment with paper textures.



This website uses a collage style that pieces together vintage illustrations, which feels very playful and matches the tone of *Alice's Adventures in Wonderland*. The bold typography and solid colors balance out the imagery. I might do something similar for my website but in a more restrained way.