

Creative Brief

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Project Title: Nara Park Microsite

1. Project Overview

The goal of this microsite is to present Nara Park as a peaceful environment where people and deer coexist. Rather than being purely informational, the tone will be immersive and emotional, highlighting the park's natural beauty, cultural significance, and human/animal interaction through serene imagery, gentle colors, and calm motion

2. Resources

Text will come from a [Wikipedia article on Nara Park](#), and some photography from Google.

3. Audience

The audience would be travelers interested in visiting Japan's cultural landmarks, as well as nature/animal lovers.

4. Message

Nara Park is more than a tourist destination: it's a space of coexistence between humans, animals, and history.

5. Tone

Calm, natural, reflective

The tone should evoke tranquility, wonder, and respect. Typography, color, and imagery should feel organic and spacious, never rushed or loud.

6. Visual Style

- Soft and nature-inspired, using muted greens, creams, and warm neutrals
- Editorial yet minimal, balancing text and full-bleed photography
- Elegant type hierarchy, pairing a serif display font with a light sans-serif body font



