

LITERARY NORTH BEACH: PROJECT BRIEF



Project timeline: Ready for launching, Dec 20, 2017

Site goals: To create a site for tourists/adventurous city dwellers to visit North Beach with and experience some of its "literary landmarks."

Target audience: Tourists, travelers, urban explorers, San Francisco/Beat literature aficionados and publishing professionals.

Competing sites:

www.kerouac.com (Beat Museum website)

www.donherron.com (literary tours of sf)

www.burritojustice.com (SF history and mapping blog)

Site content: Lists of topics and their associated literary landmarks (ie, bars/cafes, literary streets, etc). Small descriptions of each as well as location information and one large visual per page. Contact button and external/social media links.

Visual personality: Old paper/book image background, Courier display type for "old-fashioned" literary feel, contrasting sharp photos of neighborhood and sites for modern context, and photo gallery for armchair travelers to get their North Beach fix from the comfort of home.