

Creative Brief

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Project Title: Banff National Park Website

1. Project overview

The goal of my website is to give an overview of the park, but ultimately make the viewer want to go there. Therefore, it should highlight the natural beauty and images of the park.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Banff_National_Park, as well as some photography. There are a lot of other photographs available on Google Images as well. You can also look for images on creative commons sites like <https://unsplash.com/>.

3. Audience

This is a strictly informational site, 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 children, or people of higher than retirement age.

4. Message

I'd like to get the point across that Banff has some pretty insane natural beauty to offer, from landscape to wildlife, and you'd be crazy to not want to hop on a plane and go there after looking through the site.

5. Tone

The tone should be one of awe and should be breathtaking. It should make us feel small in a good way.

6. Visual Style

Like I said, I want this to make the viewer want to go there, so an image-heavy approach is probably the most appropriate, with text as supplementary information to the images, rather than the other way around. I think the photos should be in full color, because recoloring would take away from the natural beauty I want to highlight.

Here are a few examples of sites I found visually compelling in terms of the topic of nature/landscape/wildlife.

