

## Creative Brief

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### Project Title: Sequoia National Park Website

1. Project overview:
  - a. I want to just give an overview of the national park and the history and things you can do/find at the park.
2. Resources:
  - a. [https://en.wikipedia.org/wiki/Sequoia\\_National\\_Park](https://en.wikipedia.org/wiki/Sequoia_National_Park) and also photos and maps from the national park official website.
  - b. <https://www.nps.gov/seki/index.htm>
3. Audience:
  - a. This is just informational, so my professors and other professors and students who may review. And maybe in the future, anyone looking at my portfolio/application
4. Message:
  - a. This is to be a purely informational site.
5. Tone:
  - a. I want a kind of mellow tone. Nothing to stark and hard to read, but something that reflects the national park and puts people at ease while reading the information.
6. Visual Style:
  - a. I want there to be a lot of visuals with earthy tones. Maybe a lot of green and brown with a pop of colors kind of reflecting nature. I've attached visuals of websites that I might want to take inspiration from. I would like a minimal layout for this (no overcrowding but fun images that support the national park)

