

Creative Brief

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Project Title: Matcha Website

1. Project Overview

The goal of my website is to be informative with interactive elements to help make it a fun experience reading about matcha. I want it to somehow incorporate the calm, elegant traditional aspects of matcha with the more trendy aesthetics that it has evolved into today.

2. Resources

Copy: <https://en.wikipedia.org/wiki/Matcha>

Imagery: Some photos in the Wikipedia page could be used, along with more from Google.

3. Audience

This is purely an informational website that won't be promoted commercially. Anyone who loves matcha or is interested in learning more about it would be the primary audience.

4. Message

The website will be a look into the "behind the scenes" of matcha, which not many people know today. It will present the long history and traditions behind the tea and also the difficult process of producing it.

5. Tone

As mentioned before, I want the website to be balanced between the traditional and modern aspects of matcha. I don't want it to focus too much on either side.

6. Visual Style

I would like the website to have a minimal and calm look with a muted green and brown color palette. In order to give it a slightly traditional yet modern feel, a rounded serif font might be good. Leaning more towards photos/styles with wood-like textures/colors would also make it have a more traditional feel.

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(but maybe more muted colors)



(photo style inspo)