Creative Brief

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Project Title: Perfume

1. Project Overview

The purpose of this microsite is to present more simplified information on perfume in a sophisticated, clear way.

2. Resources:

Refer to the Wikipedia page on perfume (https://en.wikipedia.org/wiki/Perfume) for copy and information. The Wikipedia site includes some photography, but feel free to pull photography from Google Images or directly from perfume brands/designers' websites. For the "Describing Perfume" section, you may need to consult outside sources for information on specific perfumes.

3. Audience:

The audience of this site will be people wanting to know more about perfume and its history, composition, sources, etc. It is not a site for selling perfume or advertising perfumes. I predict that the primary viewers of this site will be over 18 years old, and probably women. Additionally, I likely will have some instructors or potential employers reviewing this site.

4. Message:

I really want the idea of perfume as an art form to come across on this site. It is an everyday item that is complex and understood only generally. I want perfume to be appreciated more after seeing this site.

5. Tone:

First and foremost, this is an information site that should err on the side of formal. I'm imagining this site being sophisticated.

6. Visual Style:

I'm pretty open to interpretation on this one, as long as the overall effect is one of sophistication. This may look like black and white with an accent color or two. The typefaces chosen should definitely be elegant and speak to the topic of perfume. I'm

unsure whether I want the visual style to be more *modern* sophistication or *classic* sophistication. Below are some images to inspire: