Creative Brief
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Project Title: Red-Eared Slider Website

1. **Project overview** The goal of my website is to be informational, introducing the red-eared slider but also providing a deeper understanding of their behavior, background, and role as pets.

2. **Resources**

Copy is available at https://en.wikipedia.org/wiki/Red-eared_slider, as well as some photography. There are a lot of other photographs available on Google Images as well.

4. **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, due to the level of content included. ***Also, anyone looking to adopt an aquatic turtle might come across this website.***

5. **Message**

I'd like to focus on the holistic background of the red-eared slider. Anyone curious or unaware of the background and description should leave the website with a better understanding. While it doesn't aim to persuade anyone to purchase a product or adopt a turtle, I hope this would provide enough information to inform their decision. I would also like it to be engaging and interesting with images and fun facts throughout.

6. **Tone**

The tone here would be informative but also enthusiastic, as the only purpose of the article is to inform readers while keeping them engaged in the content (which has the potential to overwhelm with a lot of information).

8. **Visual Style**

My instinct is to go one of two ways –
   1. ***Environment Focused*** A website that gives off the feel of a freshwater pond (an environment for turtles), so the color of murky water, blue sky, lily pads, sunset, etc. To add to the serenity of the color scheme, maybe headers with a unique cursive font to fit.
   2. ***Creature Focused*** A website that is designed around the color scheme of the turtle, multiple shades of green (olive, taupe), the soft cream color of the shell, etc. Either a

classic readable font or maybe something that's similar to handwritten notes (like journaling notes about the turtle…)