**Creative Brief**

Gabi Restrepo
11/7/18

1. Project overview

The goal of my website is to be informational about beagles to convince someone to buy one if they're looking to buy a dog. Everything should come across pretty positive, and hopefully the reader falls in love with beagles by the end of reading the website.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Beagle, as well as some photography. There are a LOT of other photographs available on Google Images as well. Feel free to use whatever images you want as long as they are cute/good quality (that's key).

3. Audience

This website is ideally for a family curious about the breed seeing if it's the right fit for them. The audience may include children, so the design shouldn't be too edgy or anything like that, family friendly please.

4. Message

I want to highlight how amazing beagles are as a breed and the copy and images highlight this thus it must be a clear read. Nothing distracting the text like weird colors or complicated typefaces. Ideally only thing distracting from reading the text would be a really cute image of a puppy.

5. Tone

The tone should be simple, cute but trendy, family-friendly but not kiddy whatsoever.

6. Visual Style

So I think a white or light beige website color would be ideal. I can't think of any color background that could look nice-but feel free to prove me wrong. I'd like a brown-color scheme of text because black text on white just feels too aggressive. I think it'd be fun to have "beagles" in big, fun typeface (not lobster-esque typeface but modern and trendy) (you can explore google fonts for this) at the top of the page and then a simple sanserif for the body/captions. Orange could be nice for "Beagles" with white background and the dark brown text or dark gray text. Feel free to play with color.

**Alfa Slab One**

JM Solé (1 style)

Cust... ▾ | Regular 400 | 40px ●

# Beagles

**Josefin Slab**

Santiago Orozco (10 styles)

Cust... ▾ | Bold ... ▾ | 40px ●

# Beagles

APPLY TO ALL FONTS    SEE SPECIMEN

SEE SPECIMEN

^this one could be fun for captions

**Ultra**

Astigmatic (1 style)

Cust... ▾ | Regular 400 | 40px ●

# Beagles

**Fugaz One**
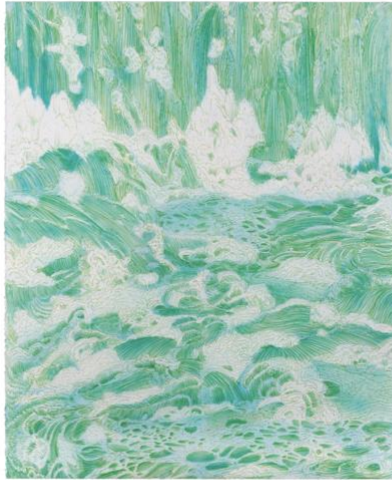
LatinoType (1 style)

Cust... ▾ | Regular 400 | 40px ●

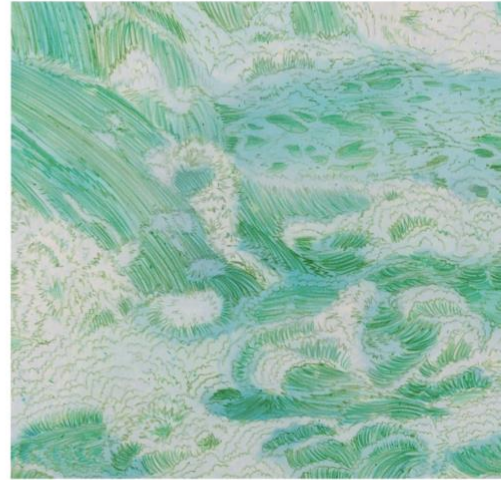# Beagles

SEE SPECIMEN

SEE SPECIMEN

***fluorescent west,*** (2013-2014) a series of large-scale drawings & paintings on paper.



*fluorescent west,* colored pencil, watercolor and acrylic paint, 52" x 42"



*fluorescent west,* (detail) colored pencil, watercolor and acrylic paint, 52" x 42"

I like orange title here and simple white background, also sanserif looks good here. Could be nice when you link Wikipedia at bottom for source the link turns orange.