Creative Brief

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3/24/2025

Project Title: Squirrel Website

Project Overview: The goal of this website is to create a cute and friendly page that tells people general info about squirrels.

Resources: the Wikipedia page: **https://en.wikipedia.org/wiki/Squirrel**. Also there are so so so many pictures of squirrels on the internet.

Audience: Since it is for school I'm not super worried about an audience but I think I will try to model it as something that you would find in national geographic kids.

Message: To teach people about squirrels so hopefully squirrels can be seen as the cool little critters they are instead of just pests.

Tone: I want the tone to be fun and playful, nothing too serious.

Visual Style: I'm thinking mostly earth tones, lots of greens and browns. I think I want some nature elements interwoven with the function of the site, like the navigation bar looking like tree branch and the pages titles on leaves coming off of the branch. Another way I could see the site looking is trying to stay as close as possible National Geographic Kids style as a branding study.

Color palette: