

# Creative Brief

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## 1. Project Overview

I want the website to be accessible, simple, and informative. I don't want the website to be biased in that it's trying to say that everyone should believe in astrology, but rather I want it to be fun for user and something that could spark some curiosity.

## 2. Resources

Info could be found here: <https://en.wikipedia.org/wiki/Astrology> in terms of history and cultural significance, and information on each of the signs could be found here: <http://iml.jou.ufl.edu/projects/fall07/Bhimani/thezodiac/zodiacsigns.html>. There are all sorts of images you can draw from Pinterest, Tumblr, or Behance. I want them to be aesthetic and easy to navigate.

## 3. Audience

I want the audience to be millenials and contemporary people. Once again, this website should be fun and easy to understand! Of course I do want to put this in my portfolio, so using proper grammar and polite language will be important. Ultimately though, I want this project to be entertaining for you and for me!

#### 4. Message

Although I want the atmosphere of the website to be fun and accessible, I do want to present the cultural context of astrology. It did originate from the Greeks, but I think nowadays there's also a large investment into it from the people of color communities who are interested in spirituality. Often times, people dismiss astrology as trashy horoscopes from magazines, when in fact other people use them like they use the Myer-Briggs personality test.

#### 5. Tone

The tone of the website should be simple, clean, fun and modern with a bit of the language that astrology wheels have (example: **<https://www.behance.net/gallery/54720145/LUMINA-Magazine>**).

#### 6. Visual Style

The example in the Tone section is a good example of how I want the website to look like. Mostly white with awesome images of the planets and things inspired by the different signs (for example, a rams skull inspired by the sign Aries).