

# Creative Brief

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## Project Title: Brexit Website

### Project Overview

The goal of the website is to inform the public of Brexit, the unexpected results of the 2016 Referendum and the consequences of Britain's choice to leave the EU.

### Resources

<https://en.wikipedia.org/wiki/Brexit>

<http://www.bbc.com/news/uk-politics-32810887>

### Audience

The goal is to describe the issue to a global millennial audience.

The site will not be promoted commercially but might appear in my portfolio.

### Message

The site should focus on describing Brexit in a clear and visual way, while capturing the tension between both sides, and the shocking results.

### Tone

Bold language with call outs

Information presented in a minimal layout so not overwhelming.

### Visual Language

Bold color and typography, modern, seamless aesthetic

