

## Creative Brief

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Project Title: Many U.S. Citizens No Longer Have Rights But They Can Have Golden Retrievers

### 1. Project Overview

- a. The goal of my website is to create a place for viewers to forget about their problems and look at pictures of cute puppies and learn about how to care for dogs. If we had more time, I would create a page for every popular dog breed, but I'm focusing on golden's because they're generally well liked and the prettiest dog out there.

### 2. Resources

- a. [https://en.wikipedia.org/wiki/Golden\\_Retriever](https://en.wikipedia.org/wiki/Golden_Retriever)
- b. Many puppy photos

### 3. Audience

- a. Dog lovers, mostly, but also others that are looking to become more well informed about the specific breed and people looking to adopt a new friend

### 4. Message

- a. Purely that golden retrievers are cute and loyal and good friends
- b. No greater message
- c. Puppies are cute and they can help you forget about political drama and lifes hardships

### 5. Tone

- a. Happy, easy going, playful

### 6. Visual Style

- a. Photo based
- b. I'm drawn to light, bright colors that make the site feel open and easy to read
- c. Easily navigated

ART DIRECTION + DESIGN

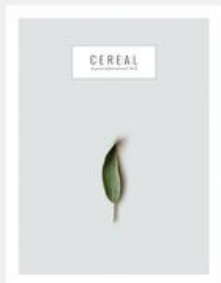
ABOUT - CONTACT

TEMPLE



TEMPLE IS A MULTI-DISCIPLINARY DESIGN STUDIO BASED IN LONDON FOCUSING ON GRAPHIC DESIGN, ART DIRECTION, BRAND IDENTITY AND INTERACTIVE DESIGN.

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