Creative Brief

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Project Title: Florence, Italy Website

1. Project overview
The goal of my website is to inform the viewer about Florence, Italy and the key characteristics that make it the incredible city that it is today. It is to be used as a guide for those traveling abroad to Florence to exapnd their knowledge of the city, appreciate it and all of its beauties, and adapt to the local culture.

2. Resources
Copy is available at https://en.wikipedia.org/wiki/Florence, as well as some photography.
There are a lot of other photographs available on Google Images as well.

4. Audience
Demographic information could be all across the board, but will mainly be college students. The audience won't likely include children, or people of higher than retirement age.

5. Message
I'd like to focus on the city of Florence and all of its attractions. Florence is an amazing location for cultural immersion, and it is the home of some of the most magnificent art and architecture in the world. Florence is one of the world's most popular tourist destinations and it is important to take advantage of everything that it has to offer and to educate yourself on the customs and lifestyles there. There is so much to be learned just by walking through the city like experiencing incredible local restaurants and markets, world-famous artistic masterpieces, Renaissance history, and so much more.

6. Tone
The tone here should be information, yet exciting. I want to give the viewer insight on what Florence has to offer and encourage him/her to travel there and learn more about it.

8. Visual Style
I believe that it is important to convey this message through the use of photography to illustrate the beauty of Florence and everything that it encompasses. It may also be interesting to portray the information as a travel guide, including only crucial information about the city. Here is an example: http://www.allthingsabroad.com/florence