Creative Brief- Lydia Kim
Taj Mahal Website
Nov 9th.

1. Project Overview
   The goal of my website is to inform the artistic and historic value of Taj Mahal.
   Rather than giving generic historical background, I want to focus on the design and
   art, and then the details of each part of the building

2. Resources: https://en.wikipedia.org/wiki/Taj_Mahal

3. Audience
   It will be basic informational site, but it should be nicely designed for final review
   and future employers. The target viewer includes all demographics, but children.
   Clean and simple design with easily readable content is preferred. Not too stylistic.

4. Message
   I would like to show the superiority and aesthetics of Taj Mahal, so I would love to
   see multiple photos supporting the main paragraph. High-resolution, beautiful
   photos of Taj Mahal would be nice.

5. Tone
   The tone I want to hear from the site is classic, historic, and elegant. I hope the site
   resonates the aesthetics of Taj Mahal (white, simple, curvy, gold, deep blue…)
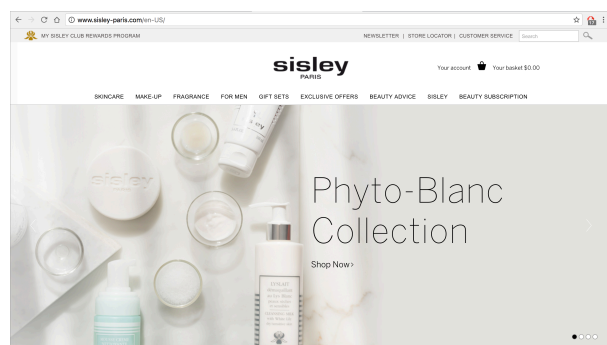
6. Visual Style
   1) Modern white design with gold/deep blue/pink/orange text
      : Texts will be light and clear, while the photos can be in real color or
      manipulated with color filter or black/white. The overall design will be
      modern and simple with limited color scheme.
   2) Classic, antique design with serif or script fonts
      : Shows the historically unchanging value of Taj Mahal with antique design.
      Serif or script fonts, deep blue or gold color. The layout should be clean,
      though. Using interior patterns of the building to give more classic feeling…?

2)