Creative Brief

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Project Title: Turkish Delight Website

1. Project Overview

I want my website to be generally informational and instructional. Overall history, name origin, types, flavors, and how it's served will be presented while showing how to make a couple different Turkish Delights (Rose water, almond and pistachio, and a flavor of your choice)

2. Resources

There is a million ways to make Turkish Delight, so choose one that has 5-8 steps. Google and Wikipedia link on Turkish Delight or Lokum will be your resources.

3. Audiences

This will be viewed by my interactive instructor as well as design-making employers. So I want it made as if it is addressed to millennials: slick, easy to follow, elegant, modern and certain design qualities that are present through out web.

4. Message

This is my favorite pastry and confection of all time, and I just want people to know how awesome it is – how many different falvors there are, and really get them excited about Turkish Delight. Because it is A W E S O ME.

5. Tone

Fun and exciting. This is a desert after all, with a lot of history and is eaten in many parts of the world. We won't be able to limit this confection to one culture, so I want to focus on the diversity of flavors and why many people love it so much.
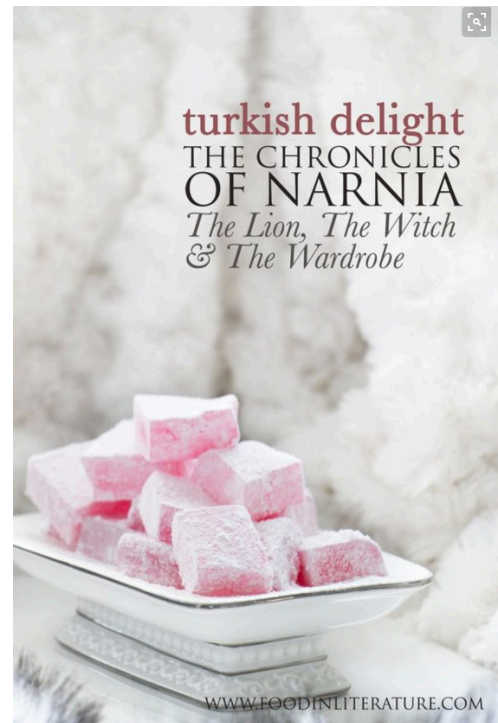
6. Visual Styles

Here is some jpgs that shows roughly what I'm thinking:

WE ARE
DESIGN STUDIO

HIRE US

or more "home and baking" magazine style like these:

turkish delight meringues

Not Quite Nigella

turkish delight
THE CHRONICLES
OF NARNIA
*The Lion, The Witch
& The Wardrobe*

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I don't hate the typeface but I don' love it

Turkish Delight
Baklava

Firuz
Ağa

Restaurant
KEBAP
CAFE
Turkis Delight

Zeytinyağlılar
MEZE,S
Kebap
KEBAPS
Sebzeli
Yemekler
VEGETABLES DISHES
Special
Yemekler
SPECIAL DISHES
Pılavlar
RICE
Tatlılar
DESSERTS
Baklava
Turkhis Delight
COFFEE
CAFE SHOP
KEBAPS

Turkish Delight Lokum
Baklava