

Creative Brief

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Project Overview

This project is meant to be informational and give readers a basic knowledge of what Kimono is. The microsite should be informative (introduce Kimono) and beautiful (show the beauty of Kimono).

Resource: Copy is available at https://en.wikipedia.org/wiki/Kimono#Textiles_and_decoration

Audience: This site should mainly serve for students and people who are interested in Japanese culture or Kimonos. It can also be shown to fashion classes.

Message: I would like to give viewers beautiful visual experience that show both Japanese cultures and the beauty of Kimonos through colors. I would also like this microsite to have a clear structure.

Tone: The tone should be informative and delicate.

Visual Style: You can use sans-serif for titles for clarity, and serif for body texts for delicacy. I would like the style to be simple (Don't use too many colors). You can use patterns on Kimonos for this microsite as decorations.



sculptural

Ancient woman who wears Kimono.



Comic figure who wears Kimono.



Traditional Japanese style

