

Creative Brief:

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Project Title: Japanese Tea Ceremonies

1. Project Overview/Goals:

The goal of this site will be to inform viewers about the rich cultural history and significance of Japanese tea ceremonies. It will cover the history, the procedure, the types of ceremonies, the equipment used, and some facts that reveal the significance of the ceremonies in the past and in the present day. The website will be clean and editorial- I'd like to have the juxtaposition of the modern design and a historic topic. I think having small design choices that nod to traditional Japanese culture will tie everything together nicely.

2. Resources:

My main resource for written content will be from Wikipedia, supplemented by images found on the web and various books/textbooks with specific facts or details about the topic. Images will also be sourced from Jstor to find traditional, accurate depictions of the ceremony.

3. Audience:

The audience of my site will be anyone interested in Japanese culture, especially younger people who have some exposure and are familiar with certain aspects of the tea ceremony but not others. The clean look of the site will increase accessibility and make it easier to read for anyone unfamiliar with the topic. Each topic should be clearly labeled and the content should be visible in a way that is intuitive to read/navigate.

4. Message:

The Japanese tea ceremony is a multi-layered, beautiful tradition that mixes the history, politics, and culture of Japan. It has a rich history that is still relevant and can be seen today in present day Japanese culture.

5. Tone:

The tone of the webpage will be calming, straightforward, and modern. It will be cohesively designed to prioritize visual clarity, having thoughtfully designed details that resemble the detail-oriented, sophisticated nature of Japanese culture.

6. Visual Style:

The visual style will be clean but not simple, relying on one main color and having more muted secondary colors that complement the first. It will use natural-toned backgrounds and paper-like texture alongside. It will capture the elegance and sophistication of a traditional tea ceremony, while keeping the content easy to digest. There will be traditional patterns incorporated in a

tasteful way- for example, layered as background elements. The images will speak for themselves, and the text will compliment the imagery.

7. Visual Inspiration:

