

7 March 2016  
Creative Brief  
Charles Wetzel  
Due Date - XX/XX/2016

Assignment: Develop at 5-section-minimum site that tells a story through use of interactive media: animations, sounds and responsive elements.

Objective: Make the site accessible to the user while communicating all the necessary info with brevity and clarity.

### **Creative Execution:**

**Develop and educational site that exhibits the versatility and uniqueness of bamboo. The site will inform users of the basic biology of the plant itself that illustrate the many unique properties of bamboo. The site will end with examples of many different uses of bamboo as a construction materials for practical and artistic projects. Comparisons with conventional lumber stock would be appropriate in this section.**

Audience: Environmentally-conscious builders/consumers. Woodworkers. Sustainable designers. Midwesterners, users with no prior knowledge/experience.

### Strategy & Take-aways

- As users scroll down through the sections, bamboo plants will expand into the frame and illustrate the growth
- Use a color palette of warm yellows and deep greens with hue-shifts as needed.
- Educate the user on the physical properties of bamboo through animations and visuals, secondarily through text.
- Have bamboo stalks sway back-and-forth whenever a user stops to hover-over or read text blocks to help create a sense of movement.
- Sections will maintain a green, lush environment that feels alive.
- Avoid static elements.
- Text and background elements should be the only static elements in each section.

Tonality/Personality - Friendly, youthful. Growth, potential, optimism. Jungle, adventure.

Mandatories: Minimum of 5 sections. Most tell a continuous story. Animations, sound, responsive type + elements. Continuous sense of movement.