

Creative Brief

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Project Title: Matcha Website

1. Project overview

The goal of my website is to be informational because although matcha has been gaining popularity here in the U.S., many people have never tried it—or even heard of it! Additionally, because the main purpose of my website is to inform users of what matcha is, it could also help persuade others who may have been initially hesitant to try it, to now give it a taste.

2. Resources

Information and facts will be taken from the Wikipedia article on matcha:

<https://en.wikipedia.org/wiki/Matcha#>. Photos will be taken from online resources such as Google.

3. Audience

The primary audience for my website will be those who have never heard of matcha before! My users will be able to get an in-depth look at what matcha is and how it has evolved over the years, as well as where they'll be able to try it. My secondary audience will be matcha fans who want to learn more about it.

4. Message

I want to explain the deep history of matcha and highlight its versatility. While matcha is tasty, it also has a lot of cultural roots, health benefits, and many different uses (i.e. tea, snacks, desserts)!

5. Tone

The tone should be calming and elegant. The goal here is to introduce matcha in an easily digestible way so that users will want to try it for themselves! I want my website to have an air of beauty because the cultural traditions and process/preparation of matcha are so graceful.

6. Visual Style

I am currently thinking of three visual aesthetics for this website and have provided some reference images that effectively represent each:

1) Minimalistic and light

Matcha is often correlated with an idea of serenity because it can have calming effects. Thus, one visual style idea would be a minimalistic, classy appearance. This style would have few cluttered spaces and focus on colors such as muted greens, pastel yellows, and white.



2) Earthy

Matcha, which is made from tea leaves, can also be represented with a more earthy vibe. Using this aesthetic, my website would have rich greens, dark browns, and caramel golds with earthy textures. There would be an emphasis on nature and photos of leaves.



3) Cute and delicate

Some people associate matcha with a cuter aesthetic, given its close ties to sweet things such as cake, lattes, etc. Having my website take on a cuter, more delicate aesthetic could better introduce matcha in an engaging and casual manner, helping to introduce it to those less familiar with it. This visual style incorporates pastel greens, light pinks, and cream colors, as well as some hazy, dreamlike effects.

