

Creative Brief

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Project Title: Matcha Website

1. Project overview

The goal of my website is to inform people who are not familiar with matcha as well as deepen the knowledge of those who know about matcha but not its cultural complexities.

2. Resources

Copy is available at <https://en.wikipedia.org/wiki/Matcha>, as well as some photography. Other photographs are available on Google Images.

4. Audience

This is an informational site, but could have the potential to promote certain matcha-related products or foods. It is targeted to people in their 20s to 40s who might have the time and resources to explore something like tea, but could also be for younger/older people.

5. Message

I'd like to convey that matcha is significant in Japanese tradition and culture beyond the novelty/aesthetic factor most people like it for today, as well as highlight facts about its production and preparation that are less likely to be known but important to understanding the value of this type of tea.

6. Tone

The tone is sophisticated in a way that reflects how Japanese tea ceremonies are ceremonial, graceful, and have strict rules about etiquette and process. But it should also be modern in a way that feels friendly/approachable to people who are just starting to learn about matcha.

8. Visual Style

The main color will definitely be green, but I think the secondary color could be white for more of a light/modern look, beige/tan to go with the wooden color of teaware, or a dark gray for a sleeker sophisticated look. It should generally be lighter in color but a mix of these colors can be used in some places for variety, and a red/pink tone could be used for emphasis. Having some big images are important to make matcha less intimidating!