

CREATIVE BRIEF

Libby Thompson

11/7/2018

Project Title: Beekeeping

1. Project overview

The goal of my website is to be generally information regarding beekeeping at its origin up through today, and to also provide some information on how honeybee populations have declined in the past 15 or so years and moves that have been made to counteract this decline.

2. Resources

Copy all comes from Beekeeping Wikipedia page

<https://en.wikipedia.org/wiki/Beekeeping> (I wrote down what sections you should look at on the Topic Idea sheet) and there are also some images there but there are better and higher quality ones from this website: <https://unsplash.com/search/photos/bees>.

3. Audience

This is a strictly informational site and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children, or people higher than retirement age.

4. Message

I want to provide information on beekeeping, specifically on its origin, modern techniques, and how to combat things like Colony Collapse Disorder which is plaguing the honeybee population.

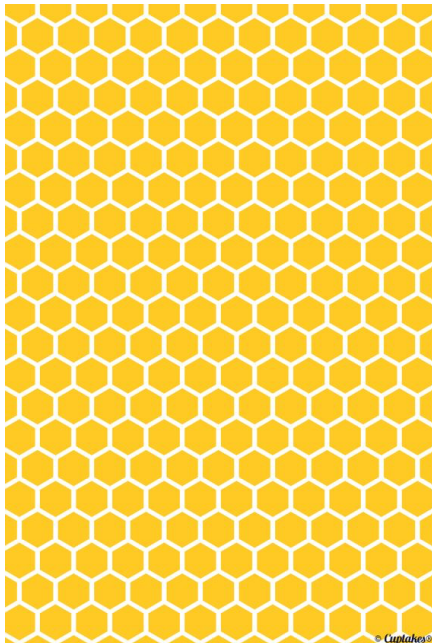
5. Tone

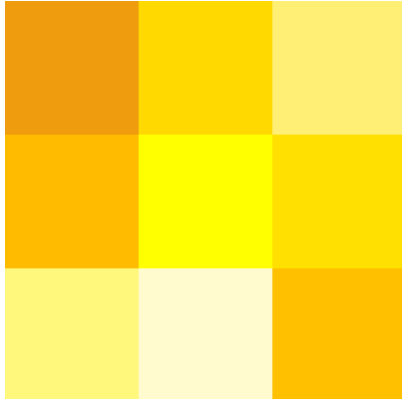
I think tone should be informational but inviting, creating a space where those who know nothing about beekeeping would feel comfortable clicking through and learning more.

6. Visual Style

I wrote a little about this on my Topic Idea sheet, but I think it would be cool to have a honey comb pattern as a consistent background for the website, with text and images in boxes to allow for legibility. As far as color palette, I was thinking warm yellows and yellow-oranges (like in the vein of honeysuckle), as well as black and white used more as accent colors (with most of the text written in black though for legibility). Here are some images for ~visual inspiration~.

Something like this would be a cool background (also possible to make as a pattern in Photoshop to ~customize~ this)





Colors like these (except the center one that feels too bright) but ones like this general palette) plus black and white!

I feel like beehives and the structures bees create are really beautiful so that would be my main directional guide would be to use that imagery to reinforce the tie of copy to visuals for this microsite. (plus a bonus pic of some bees working hard)

