

Creative Brief

Emma Smith 11/9/2016

Project Title: Labs

1. Project overview

The goal of this website is to educate interested people in the breed.

2. Resources

Copy is found at https://en.wikipedia.org/wiki/Labrador_Retriever

I will use stock images and possible some of my own photos

4. Audience

This site is for all ages. But targeted more towards 18 and up who might be considering buying the dog and want to know more general information.

5. Message

Id like people to gain a better understanding of the history nd purpose of the labrador retriever.

6. Tone

The tone will be informational but also light hearted and happy(like the dog)

8. Visual Style

I am considering going in one of two directions-

1. Being a water theme. Lots of splash imagery and labs swimming
2. Less of a whater theme showing labs interacting with people and nature.

Here are a couple of jpgs of inspiration or ideas.

Wter splashes maybe used on the margins









