

Creative Brief

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Project Title: Tteok website

Project Overview

I want this website to be simple, yet clear in presentation and information. Because there is not as much detailed documentation on *tteok* as a food as other traditional delicacies, I hope to do its cultural significance justice by structuring the content in a way that pays homage to the beauty of traditional Korean culture.

Resources

Copy: <https://en.wikipedia.org/wiki/Tteok>

There is also a gallery of photographs on the website, as well as some sub-articles on different types of tteok. External research is also available online to fill in gaps should it be necessary

Audience

There is no strict demographic besides people interested in learning more about traditional Korean culture. However, I plan to keep the information presentation relatively simple. Keeping this in mind, it'll most likely be geared towards younger audiences, yet not as young as elementary-age. It will also not feel too childish to alienate older audiences who are still curious about this information.

Message

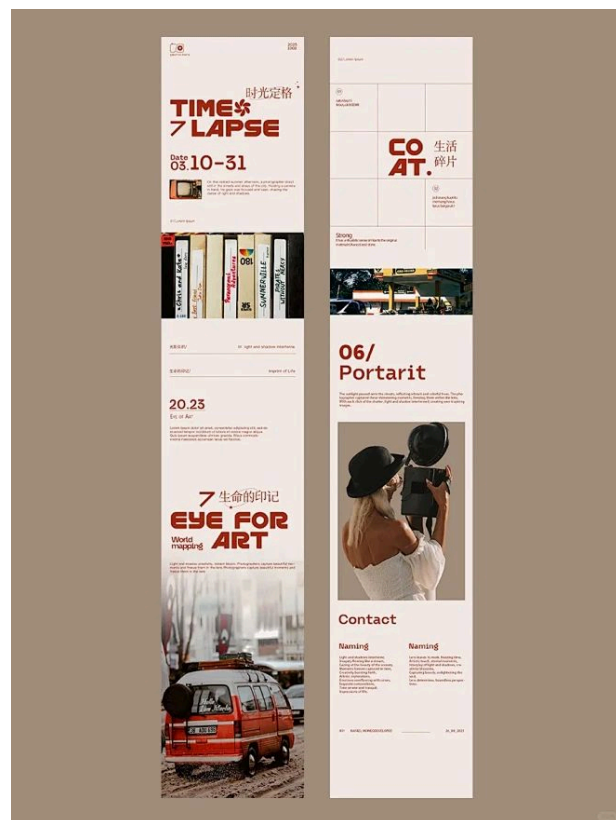
I want to generally spread awareness of the intricacies of Korean foods. I feel like a lot of more niche traditional delicacies fly under the radar in favor of whatever street food is trending at the moment, so it'd be nice to shed light on foods that aren't being glamorized on social media.

Tone

The tone should be light, calm, and somewhat traditional. I'm imagining muted colors associated with the natural colors of teok (such as pink, green, yellow, and white); the color palette should also evoke a sense of traditionalism. Overall, the viewer should understand that there is true appreciation being held when looking at this website.

Visual Style

Colors should be similar to what is noted above (and also kept limited). At the same time, I want to mix these colors with minimalist design elements. See pictures attached below for further reference.





(maybe this kind of aesthetic, but less of a neon/saturated accent color)