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Creative Brief

Project Title: *Durango, Colorado Website*

1. Project Overview

- a. The goal of my website is to be general informational and provide the viewer with a sense of the culture and history of Durango, Colorado. I hope to illustrate the artistic tones of the town, and for the website to act as a virtual tour of the town and its history, geology, and attraction.

2. Resources

- a. Copy is available at https://en.wikipedia.org/wiki/Durango,_Colorado as well as some imagery of Durango. The Durango Colorado tourism website (<https://www.durango.org>) is also available as a reference but has a stronger emphasis on economic tourism and attractions than the general culture and history of Durango.

3. Audience

- a. This is an informational and interactive site (clicking through geology and Mainstreet) so this site wouldn't be promoted commercially, and rather would be to elevate the culture and history of Durango. This site is for my portfolio so I would hope it would highlight my art and drawings while also showing proficiency in website building and CSS. I also intend the audience to be people who have never visited Durango to give them a feeling for the town and its beauty.

4. Message

- a. I want to focus on the rich culture that makes Durango both a time capsule of its history and an evolving mecca for art, a hub for outdoor sports, tourism, and home to many.

5. Tone

- a. The tone should be inspiring and informative. There should be a strong sense of the South-West and its artifacts and aesthetic, and the tone should be focused around conveying the moving beauty of Durango.

6. Visual Voice

- a. The visual voice should focus around a muted South-Western palette (sepia browns, cool yellows, turquoise) and the earthy tones should be supported by a

simple body font and a more intricate header font with detailed serifs to reflect the artisanship of Durango and the South West.

- b. There is such a vibrancy of Durango in the Spring and Summer, so I want to balance that with the muted tones of the Winter. I'm thinking about having the visual voice focus more on the current geology, attractions, and features of the city and how they relate to history rather than focusing directly on the past.

Visual References and Inspiration are attached below. I hope to use the essence of these images for the visual voice of my site, while also using some hand drawings to add a personal element to the page because I have a lot of memories from family trips to Durango.



