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Creative Brief

Project Title: Delmar Loop

1. Project overview

The goal of my website is to be generally informational for tourists and visitors, but focusing on several attractions and landmarks in the Delmar Loop.

2. Resources

https://en.wikipedia.org/wiki/Delmar_Loop

4. Audience

The audience can be anyone who is interested in this place, but the main target is tourists who are planning to visit the Delmar Loop.

6. Tone

The tone here I think should be light and funky, but I also want it to have some retro and historical vibe considering the long history of the place.

8. Visual Style

I'd like to use the colors that could represent each spot for the website. Funky colors and designs but toned down a little bit overall to give it a retro and old feeling.



