

## Creative Brief

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Project Title: Copenhagen Experience Website

### 1. Project Overview

The project overview is to create a website that is informational about visiting and experiencing Copenhagen. However, the goal is also to create something friendly and accessible that makes visitors feel welcome and excited about traveling.

### 2. Resources

Copy is available at <https://en.wikipedia.org/wiki/Copenhagen>. Additionally, <https://www.visitcopenhagen.com/copenhagen-tourist> is a good resource for images and additional copy about visiting.

### 3. Audience

The intended audience of this website is those interested in traveling to Copenhagen, and those looking to experience the city and learn more about the culture.

### 4. Message

I want the message of the website to be that Copenhagen is an accessible city that offers something enriching for everyone. Although it is not one of the most iconic or well-traveled cities in Europe, its messages of welfare, comfort, and equality have a lot to offer.

### 5. Tone

I want the tone to be friendly and personable. I want it to be intimate and feel like you are talking with a close friend giving you recommendations.

### 6. Visual Style

Danish Design tends to lean on the side of minimalism, and this is what I want to capture in the aesthetic of the site. Design tends to be clean, relying on lots of neutrals, white, black, and grey. The city is a harbor that lies on the sea, so some scaled down blues could be fun. The Danish national flag is red, and the city itself is very colorful, so I think that the images will add color and vividness to the website.



A classic example of Danish Design, with the sleek and clean minimalist aesthetic.



The Danish concept of *Hygge*, or the idea of being cozy and in the present moment.



A classic poster of Copenhagen, capturing its more colorful and playful essence.