Creative Brief

Rohit Kumar
11/7/2018

Project Title: Pacific Crest Trail Website

1. Project overview

The goal of my website is to be generally informational regarding the Pacific Crest Trail (PCT), but with an emphasis on displaying its views and using photography to communicate its natural beauty.

2. Resources

Text + some photos* are available at https://en.wikipedia.org/wiki/Pacific_Crest_Trail, although not all the text sections are being used (see the Content Outline for the intended sections). There are also a lot of photos on google images.

Don't feel obligated to copy the entire sections from Wikipedia; which paragraphs to select/how much content is appropriate for each page can be judgment calls.

* specifically, there are some excellent photos under "Notable locations"

3. Audience

The website is informational; as it's a part of my portfolio, it'll be viewed by my instructors. The audience is broad – anyone interested in nature could be a potential audience member.

4. Visual Style

I like the idea of having the backgrounds for each section of the website be different pictures of the PCT, although I'm open to suggestions here. Having the photos reflect the subject – i.e., having "Equestrian Use" be a photo of a horse on the trail, or having "History" be a black and white photo of the trail – would be nice. I would prefer the photos to not have people in them, as I think it may detract from the desired focus/emphasis on nature.