Creative Brief
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Project Title: Augmented Reality Website

1. Project overview
The goal of my website is to be generally informational, but to showcase the potential of AR in a cool and sleek way

2. Resources
Copy is available at https://en.wikipedia.org/wiki/Augmented_reality, as well as some photography. There are a lot of other photographs available on Google Images as well, I collected a couple of particularly good ones which I can send to you.

4. Audience
This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children, or people of higher than retirement age.

5. Message
I'd like to focus on the potential that AR has. Right now the technology is still in its infancy and most AR experiences are done by looking through your mobile phone screen. I'd like the website to promote the untapped potential AR has in eliminating the phone screen altogether and allowing us to superimpose all sorts of virtual objects and environments in the space around us.

6. Tone
I want the tone to be sleek and stylish. I want the viewer to be dazzled.

8. Visual Style
I think the best visual style to pursue is that of Apples newest products upon their release(https://www.apple.com/). Apples website always showcases these products in a minimalist way the showcases the products in a sleek and most stylish way. I think big scale shifts will play an important role as well as large negative spaces and clean interactiveness with smooth transitions. Heavy use of black and white may be a good approach but with the very colorful images this may not be the move.

Here are a couple of jpgs of inspiration or ideas