

## Creative Brief

Nitzia Y. Davalos Reyes

Project Title: ASL Website

1. Project overview: The goal of this website is to create a multi-page info site that serves as a basic overview to ASL for someone who has no prior knowledge of the language . The website will offer an introductory page, followed by distinct sections as outlined in the content document. A dedicated page for listing sources, including the Wikipedia page, and other credits for photography and content, will be included.

2. Resources: All the information can be found here:

[https://en.wikipedia.org/wiki/American\\_Sign\\_Language](https://en.wikipedia.org/wiki/American_Sign_Language)

4. Audience: This is a strictly informational site and won't be promoted commercially in any way. The audience may vary in age, gender, and background, but they share a common interest in wanting to learn more about ASL.

5. Message: The primary message is to inform the audience to basics of ASL and its history

6. Tone: The tone should be informative, energetic, and inclusive.

8. Visual Style: The website's visual style will be educational similarly to how you would see informational posters in school classrooms. This style will help in highlighting the educational aspect of the site along with creating an approachable feel to signs and fingerspelling.

It will maintain a clear and organized layout for easy navigation between sections, ensuring each page is visually engaging.

