Creative Brief

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Project Title: Ancient Spices of Asia

Project overview
The goal of my website is to provide general information about common spices used in Asian cuisine as well as to imbue others with a sense of wonder. Cloves are not just a common supermarket staple, but a spice that's become available to us through centuries of trade and travel.

Resources
Wikipedia has an article about common Asian spices https://en.wikipedia.org/wiki/List_of_Indian_spices. Each spice also has its own page detailing the plant it comes from, its history, etc. Ex: https://en.wikipedia.org/wiki/Clove

Audience
The site will not be for commercial use—it will only be seen by friends, classmates, professors, and any potential employers (if I add it to my portfolio). Age groups and ethnicities will vary widely, so the site's language will be very general.

Message
The message of the site will be that things are not always what they seem on the surface. Ingredients we've always taken for granted are in fact part of a complex tapestry of stories.

Tone
I want the tone of the site to be simple yet knowledgable—like a cookbook filled with recipes and stories.

Visual Style

The visual style I have in mind is either a whimsical one or one representing a taxidermy sheet. (Although it isn't a visual resource, for some reason I'm thinking of a song from Life of Pi, one of my favorite movies. https://www.youtube.com/watch?v=L2pjmohrgC8&ab_channel=CinemaSoundtracks) I really enjoy the intricate, elegant patterns of Indian architecture and perhaps will incorporate that as well.

I want the site to have a clean yet whimsical look. Perhaps users will be able to interact with the site by clicking on botanical illustrations of different spices?