

Creative Brief

Grace Li

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Project Title: All About Fast Fashion

I would like to build a page that gives an overview regarding the development of fast fashion.

My plan is to add a lot of photos to illustrate what I am talking. If possible, I am also interested in presenting this content via horizontally scrolling cards. I think there is more than enough content to build this site out.

1. **Project overview** — My goal is to highlight a topic that has become more and more prevalent over these last few years. I think most people have heard of the term “fast fashion” but do not necessarily know the background behind it, so I want to explore that here.
2. **Resources** — The copy I am going to be using will be from the Wikipedia page for fast fashion: https://en.wikipedia.org/wiki/Fast_fashion. I will also most likely be sourcing images from Google.
3. **Audience** — My main audience is my instructors since they will be the primary people reviewing my site. I could potentially also put this in a portfolio or show it to my friends and peers, so I will take them into account as well.
4. **Message** — I would like to focus on the impact of fast fashion today and its implications for the future. I also want to promote the idea that after being armed with knowledge, consumers have the power to make their own decisions.

5. **Tone** — I am most likely going for a serious but accessible tone, especially in the first 2/3s. However, towards the end, I will most likely be going for a more hopeful tone.
6. **Visual Style** — I am thinking of going with more muted colors for the images and layout.

