

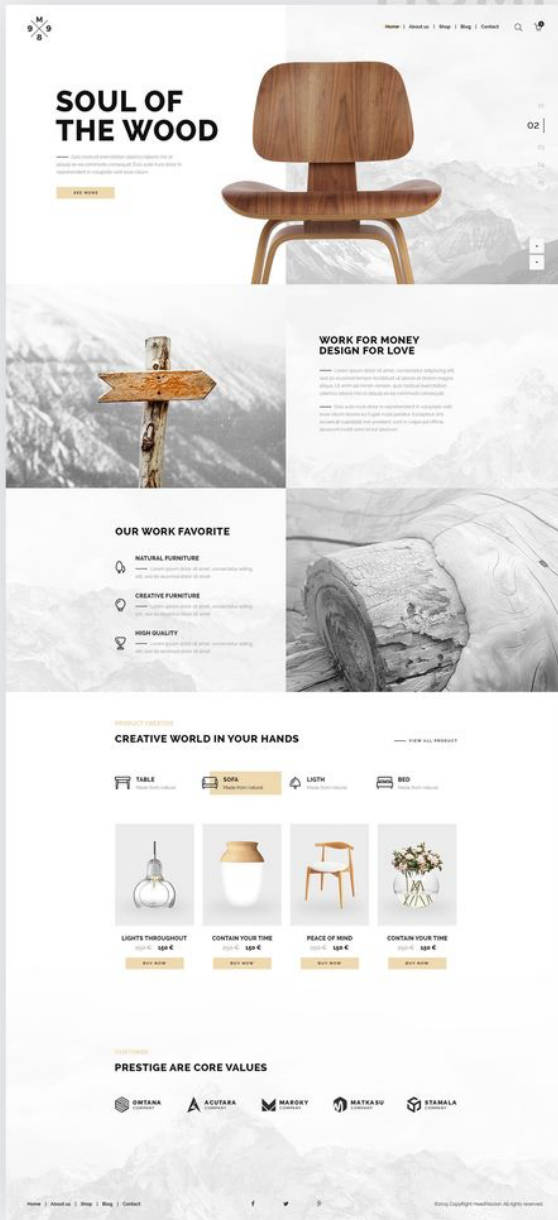
Creative Brief

Jeremy Lee

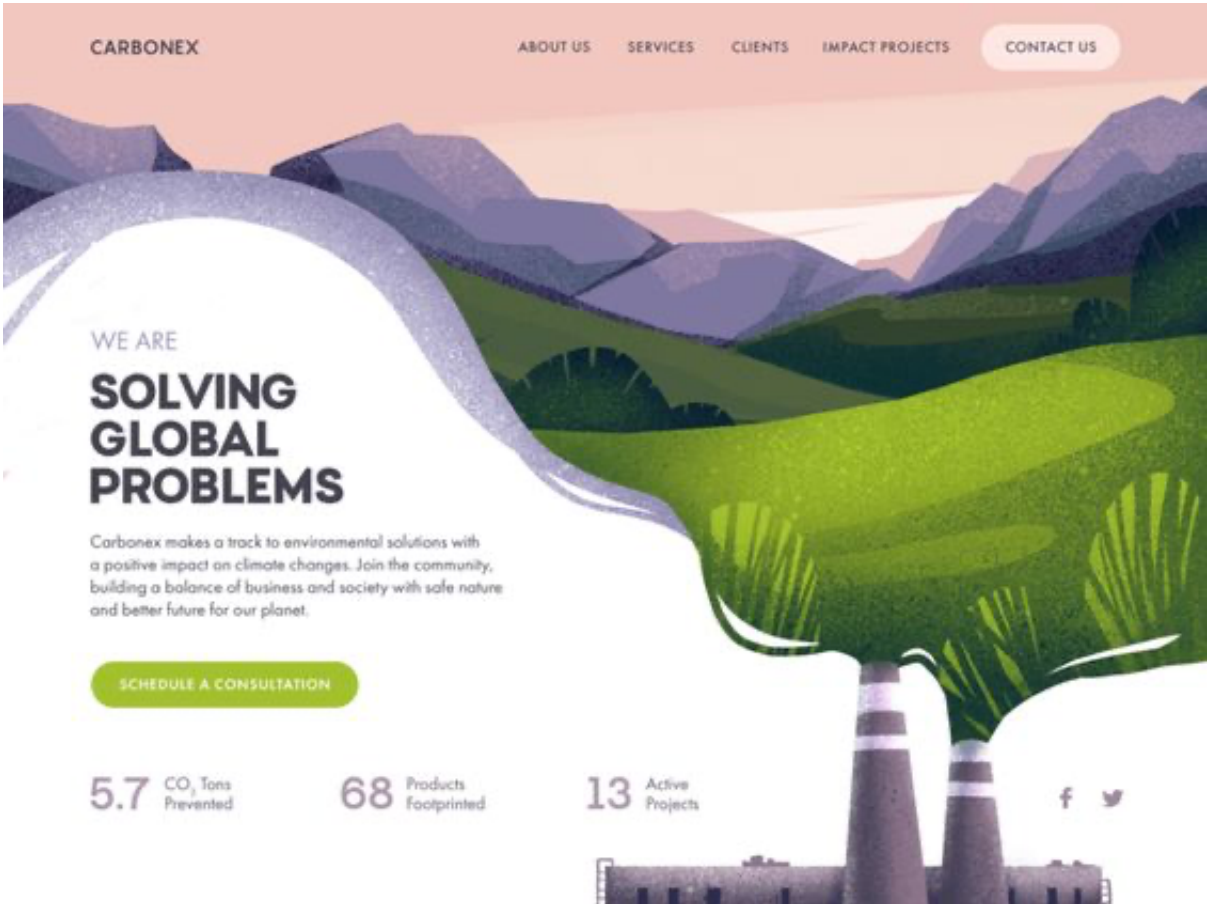
4/15/2020

Project Title: Elon Musk Website

1. Project Overview
 - a. The general goal for this website is to highlight Elon Musk's great accomplishments. He is the founder of Space X and Tesla which are the companies that are extremely futuristic and innovative. I want to show everyone what he has done for the future of our world.
2. Resources
 - a. All of the information can be found here: https://en.wikipedia.org/wiki/Elon_Musk. I will also use photos from unsplash.com where they provide high quality photos related with Space X.
3. Audience
 - a. It's for the people who want to know more about Elon Musk. Specifically, my instructor will see this website since this is part of my assignment, but I wish more people can see my website and learn more about him.
4. Message
 - a. Again, I want to let people know that because of Elon Musk the entire space industry is finally progressing. Also, because of his company, Tesla, the world is getting cleaner with less pollution.
5. Visual Style
 - a. It has to be simple and informative since it has to highlight his major accomplishments.



Something like this (Hierarchy photo with bold text)



Something like this to highlight his accomplishments (e.g. because of tesla, some percentage of pollution has dropped)