

# Creative Brief

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November 13, 2019

## Project Title: Sourdough Bread Website

### 1. Project Overview

This will be a microsite on sourdough bread. The goal is to provide information about what sourdough is, its history, and how it's made.

### 2. Resources

Copy is available on the [Sourdough Wikipedia page](#), as well as some images. For other images, you will want to use Google Images and recipe blogs/websites for in-progress steps as well.

### 3. Audience

This should be mostly informational, but if you're a fan of sourdough bread, feel free to make a "Sourdough bread from different places, ranked" list to rank different sourdough breads you've tried from places like Boudin, Trader Joe's, Aldi, Kayak's, etc.

### 4. Message

I think sourdough is a bread that's a little bit elusive in terms of how it's made and why it has that tangy flavor. I'd like this site to sort of "de-mystify" sourdough bread.

### 5. Tone

The tone could be scientific/official if you're more on the serious side of things, or more playful. Ultimately, the audience you're targeting (ie: teens, adults, sourdough enthusiasts, aspiring bakers) is up to you, but **your tone should be appropriate for your audience**. I personally think it might be fun to have a more playful site with bold lettering for headers.

### 6. Visual Style

Again, this depends on the tone/audience you're going for.

If you want to go the scientific/official route, you might have the visual style look something like a textbook (but hopefully not a boring one) with a white (or near-white) background and black text and more diagrammatical images (labeled like "Figure 1" "Figure 2," etc).

For the playful route, I think [bright colors](#) and maybe patterns would be nice. One idea I had was to have different textures (ie: flour, dough, the starter, baked bread) as full-page backgrounds or bottom margins (ie: a bar that runs along the top/bottom/side with a static image) for different sections.

I love [sticky headers](#) and [sticky sidebars](#).

**Please** don't use Brandon Grotesque for the body copy. Also, try to refrain from using script fonts, unless it's super legible and doesn't look tacky (good script fonts are few and far between).

I've provided visual references starting on the next page.

## 7. Visual References

The image displays two screenshots of the MassArt Art Museum website, illustrating a consistent design language across different sections.

**Top Screenshot (Pink Background):**

- Navigation:** MAAM logo, VISIT, EXHIBITIONS, LEARN, CALENDAR, ABOUT, Q SEARCH, Open February 2020 • Always free.
- Headline:** Imagine the unimagined.
- Call to Action:** PLAN YOUR VISIT.
- Images:** A colorful, abstract sculpture in a classical building; a vibrant anime-style character in a game arcade.
- Vertical Text:** MassArt Art Museum.

**Bottom Screenshot (Light Green Background):**

- Navigation:** MAAM logo, VISIT, EXHIBITIONS, LEARN, CALENDAR, ABOUT, Q SEARCH, Open February 2020 • Always free.
- Headline:** Opening February 2020 Always free.
- Links:** DIRECTIONS & PARKING, DETAILS, IN OUR NEIGHBORHOOD.
- Text:** MAAM is free and open to the public year-round. You'll find us at the entrance of the MassArt campus, just steps from the MBTA Longwood Stop on the Green Line (E). We're also less than a half-mile from both the Museum of Fine Arts and the Isabella Stewart Gardner Museum.
- Hours:** Wednesday, Friday: 12p–6p; Thursday: 12p–8p; Saturday, Sunday: 10a–6p; Closed Monday & Tuesday.
- Vertical Text:** MassArt Art Museum.

I REALLY love [this](#) website. I think the colors changing between each section is really nice. Obviously, please don't make each page too different—use similar layouts, same fonts and pt sizes, etc. you hopefully know the drill.



LEARN BAKING GUIDES

# Sourdough Baking

The complete guide.

UNDERSTAND

CREATE

BAKE

**MAINTAIN**



long as creating a new starter from scratch. For best results, feed your room-temperature starter twice a day, and your refrigerated starter at least once a week.

## Starter is difficult to measure by volume

Why do we denote starter amounts in grams first, rather than volume? Because starter volume can vary wildly, depending on how thick it is and whether or not it's fully stirred down before measuring. Weight will always be the most accurate way to measure starter — plus it saves cleaning a measuring cup!



## Refrigerator storage: Feed once a week

Measure out 113g (1/2 cup) of the starter; discard the rest (or bake something with it). Feed this 113g of starter with 113g each water and flour. Cover it and let it rest on the counter until it starts bubbling (1 to 2 hours) before returning it to the refrigerator.

[This](#) is a cool website about sourdough bread. I like the different sections at the top (“understand” “create” “bake” “maintain”) but I wish they were sticky (ie: when you scroll down, the header still stays at the top).

Stephen Coles is an Editorial Director & Associate Curator at **Letterform Archive** in San Francisco. He publishes *Fonts In Use* and *Typographica*.

Stephen wrote the book *The Anatomy of Type*. He was a creative director at FontShop and a member of the FontFont TypeBoard. He shares his life with **Laura Serra**.

PERSONAL PROJECTS

- Chromography** letters on cars
- Fleurs Coiffeur Liquor** letters on buildings
- The Mid-Century Modernist** not letters
- Stüf Stuff** ephemeral residue

TALKS

- A Typeface is a Chair** on selecting and using type
- State of the Mart** on making and selling type
- What's the Use of "Fonts In Use"?**
- Pre-digital Type Specimens** on foundry ephemera at Letterform Archive
- Webfonts Today** on the state of scr... [System Preferences](#)



[This](#) but a sidebar that's less wide (try 30% or 25% maybe). I think a fixed, static image (or images that change when you reach a different section) in a sidebar like this would be cool.

[This](#) does a good job of being heavily styled but not extremely overwhelming. I enjoy the font and color choices. Don't use drop shadows for sections like this does, though.