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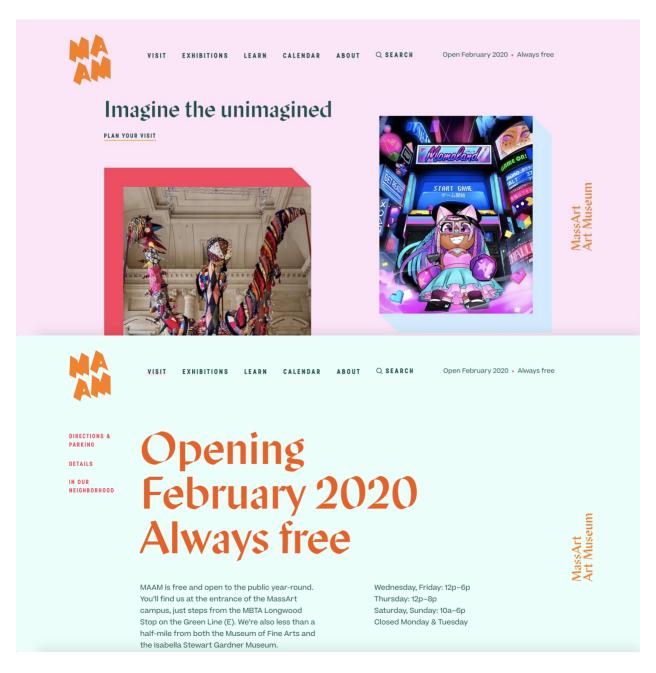
For the playful route, I think bright colors and maybe patterns would be nice. One idea I had was to have different textures (ie: flour, dough, the starter, baked bread) as full-page backgrounds or bottom margins (ie: a bar that runs along the top/bottom/side with a static image) for different sections.
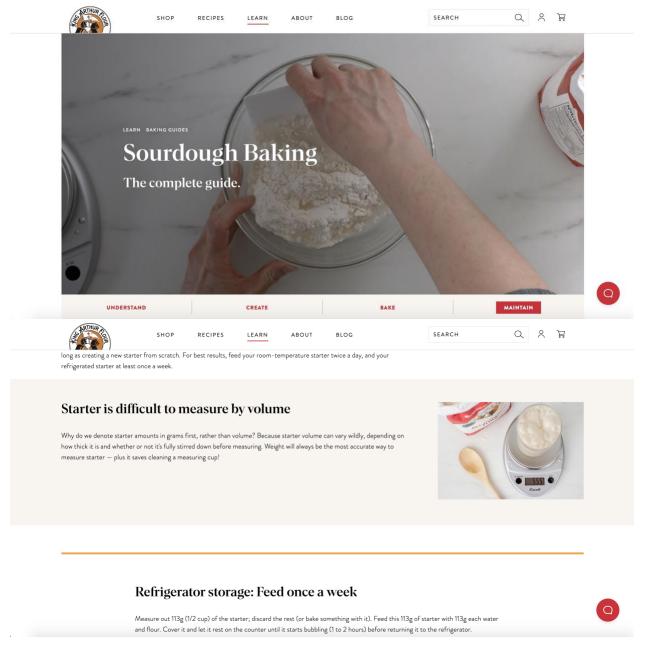
I **love** sticky headers and sticky sidebars.

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.
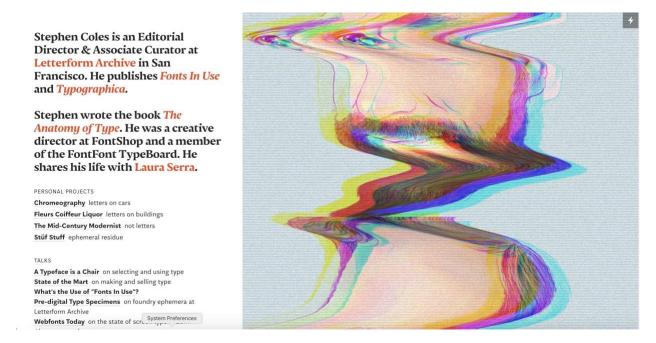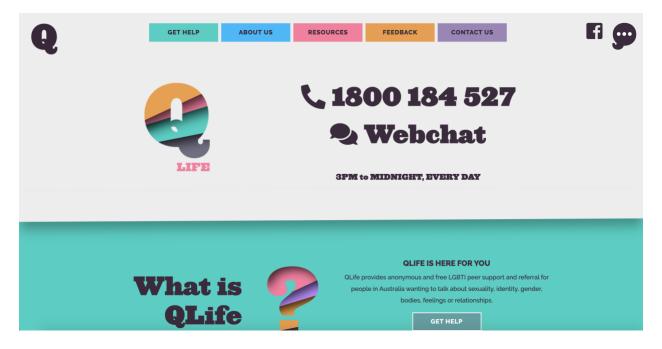
7. Visual References

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).

[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.