

# Creative Brief

Patrick Zhou

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## Project Title: Pebble Beach Website

### 1. Project overview

The primary goal of my website is to illustrate the beauty and class of the famous Californian Pebble beach. The website should reflect the surreal elegance of Pebble beach's famous natural scenery but also evoke an atmosphere of being the playground of the upper echelons of society. As an iconic American landmark that not only boasts a beautiful beach and coastline, but also is home to Pebble Beach golf links, widely regarded as the most beautiful of golf courses, and the pebble beach concours d'elegance, the finest car event of its kind.

2. Resources: [https://en.wikipedia.org/wiki/Pebble\\_Beach,\\_California](https://en.wikipedia.org/wiki/Pebble_Beach,_California) <https://www.pebblebeachconcours.net/> <https://www.pebblebeach.com/golf/> presents good information on Pebble beach and many of its perks it has to offer. There are many images of the beach on google as well.

3. Audience: Primary audience would be people of adult age who could afford to make the trip to Pebble beach if desired. The primary audience likely will not include small children as they could care less. The target audience for the website should also include people who likes to read things like the architectural digest; though they do not necessarily have the money for such fancy things, they nonetheless can appreciate it.

4. Message and Tone: I want the website to focus on the atmosphere that Pebble beach evokes. Pebble beach's brand of showcasing the best of California while exuding an air of refinement. These qualities should be strengthened and amplified to an extent.

5. Visual Style: I want images to be a big highlight of the website. Pebble beach's beauty should be able to speak to itself. The website should be elegant but not tacky. And despite the fact that images should be able to speak for themselves, text should not be tacked on the webpage as merely an afterthought. The website should evoke a sense of its history and standing as an iconic American landmark. A website that I think captures a simple elegance that also succeeds at capturing a sense of history is this website <https://www.alange-soehne.com/en>. I like the balance between photos and the use of white space in it.

Images of Pebble beach should speak for itself:

