

Creative Brief

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11/8/17

Project Title: Wealth Inequality in the United States

1. Project Overview

The goal of this website is to inform and display the wealth gap in America in a way that is clear, evocative and visually interesting.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Wealth_inequality_in_the_United_States.

3. Audience

This is an informational site, and won't be promoted commercially in any way. However my audience may include my classmates and professors.

4. Message

My message is the cause and effects of the wealth gap. I would like to present this information somewhat objectively, but overall I would like the audience to get the feel that this is a major problem in the U.S. and is becoming increasingly worse.

5. Tone

The tone of this website will be dramatic and energetic.

6. Visual Style

2 hues, various values (perhaps but not limited to blue, green and red)
Different Visual Language for each level of wealth.

