Creative Brief

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Project Title: Crochet Website

1. Project Overview
My goal for the website is to be informational and present the history of crochet. I want it to present crochet not just as a hobby but as an important historical artform.

2. Resources
https://en.wikipedia.org/wiki/Crochet is a good place to start on copy. It's goes very in depth on history, various crochet styles, supplies, the difference between crochet and knitting, etc.

3. Audience
This is an informational site that will be viewed by my instructors and classmates. There is potential for it to be viewed by future employers if it is featured in my portfolio. Overall, the age demographic does not include children or people of higher than retirement age. This group will also include people who are probably not extremely familiar with crochet so the information presented should all be accessible for beginners and should not be too complex.

4. Message
Overall, the message should be that crochet is a complex and historical artform. I want to present it not just as a hobby but as a type of fiber arts. I also want to present crochet as something anyone can try and a fun, approachable craft to learn.

5. Tone
The tone should be historic but also fun. Overall, crochet is a type of artform that many people practice for relaxation and enjoyment. So the website should balance out the historical data with the more fun approachable element of crochet being an artform anyone can pick up.

6. Visual Style
I would like the website to have a bright color scheme and potentially hand-drawn elements. I think this would help make the connection to the handmade work of crochet. One website that I think could inspire this aesthetic is https://www.ravelry.com. This is a social media site for crocheters and knitters where they share patterns, tips, yarns, and more. It also uses icons and language referencing fiber arts which could be a fun element to include in the visual language of the site.

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