Creative Brief
Adejola Ogunsan
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Project Title: Folklore History Website

Project Overview
The goal of my website is to be informational and share the history of folklore in different contexts.

Resources
My resources can be found here: https://en.wikipedia.org/wiki/Folklore

Audience
The audience of this website will likely be my peers and my instructor. I hope to also place this website into my portfolio. There is a lot of information to cover, so I doubt that this information will be viewed by children.
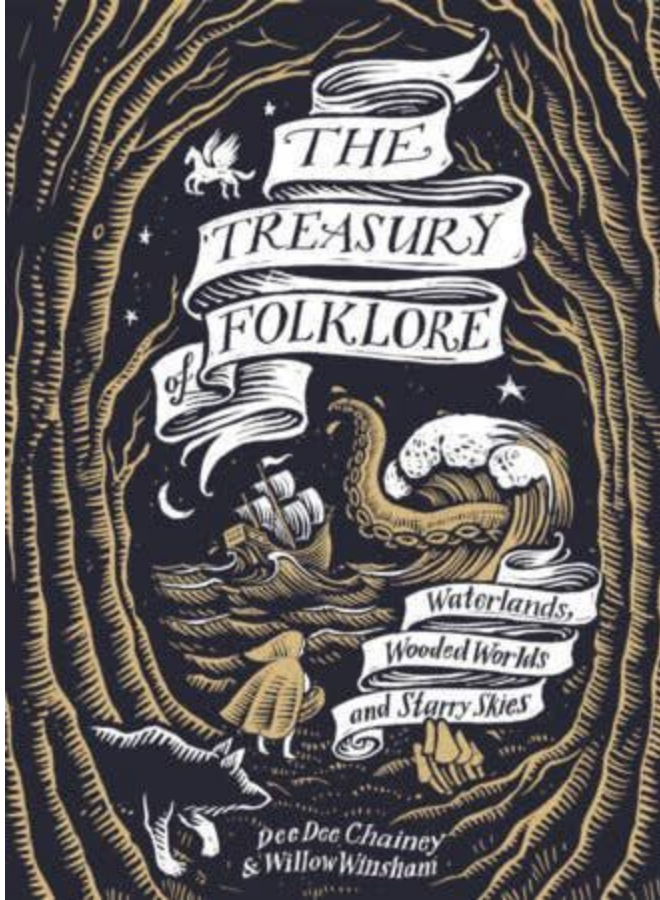
Message
In this project, I want to focus on how each genre of folklore has played a role in defining culture in some way. I hope to also convey the prevalence of folklore today.

Tone
I hope to convey this topic with a victorian feel, incorporating elements like serif fonts, vintage photographs and drawings, along with a cool toned color palette. I am drawing inspiration from a lot of folklore story illustrations and the mystical drawings that illustrate the story to convey the culture behind folklore.
When designing the layout of the website, I hope to include pictures from the specific folklore genres that I will focus on to set the tone of the page.

Visual Style

THE TREASURY of FOLKLORE

Waterlands, Wooded Worlds and Starry Skies

Dee Dee Chainey & Willow Winsham

Pieter
Bruegel d. Ä.

Once in a Lifetime

2 Okt, 2018
13 Jan, 2019

Websites straight to your heart

Revealing the *uniqueness of your business*
in design and texts

RU | ENG

My goal is to create *websites for those
who want to stand out* from the
competition

About *me*

Hey! My name is Valeria Francis and I
am a digital designer. I'm inspired by the
beauty around me and create websites