

# Creative Brief

Cecilia Liu

## Project Title: Natural Skin Care

### 1. Project overview

The goal of this website is to highlight all of the different approaches to natural skin care and what best practices are. I think it would be nice to give good visuals on different ingredients and make each culture / approach distinct.

### 2. Resources

There are a lot of different sites to get images of the different ingredients / materials listed – but the copy is from [https://en.wikipedia.org/wiki/Natural\\_skin\\_care](https://en.wikipedia.org/wiki/Natural_skin_care)

### 3. Audience

I think the demographic is probably just the instructors / or prospective employers – or anyone interested in skincare? Women would be a more likely target audience than men for this page.

### 4. Message

The message I want to highlight is the diversity in approaches to skincare and the properties of all these different natural ingredients.

### 5. Tone

I want the tone to be informative – less like an opinion on what skincare should be and more informational.

### 6. Visual Style

The visual tone is clean, minimalistic, and very natural looking. Probably lighter colors to accent with the main portion being black and white. The branding of Glossier is a good example.

<https://daphnelaunay.fr/categories/work>

<https://us.maisonullens.com>