

# Creative Brief

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## Project Title: The Significance of Matcha

### 1. Project overview

I'd like to build a website about matcha's significance within the world. This website is meant to highlight the history behind matcha and how it's made. I also want to include how it is used ceremonially in Japan and the background of the tea in both Japan and China.

### 2. Resources

- <https://en.wikipedia.org/wiki/Matcha>
- <https://matchadirect.kyoto/blogs/matcha-101/japanese-matcha-tea-history?srsltid=AfmBOop00tSja3SpP4eKtEGGRfnQQXF7PHnEC2G-zYCnnxyNzevvJ4j>
- Photos will be found from various google searches

### 4. Audience

This website will be informational without promoting where to buy matcha. It will be focused on people who enjoy matcha and would like to learn more about its history and the process of how matcha grew in popularity in the recent few years.

### 5. Message

I'd like this website to focus more on the history of matcha than its current popularity. Matcha is most well known in Japan, but not many people realize that matcha initially originated in China and it was later brought and popularized in Japan.

### 6. Tone

The tone of the website will be informative but also enticing visually. I want the website to provide deeper insights to the history and culture of matcha, but I also want to make the website visually enticing to users so that they will be more interested in learning more.

### 8. Visual Style

I want the primary color scheme of this website to be green and white. The font will be more modern and sans serif style. The images and graphics will be more playful, but the text font would be more professional so that it maintains an informational tone while being visually enticing.

