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Topic: The Significance of Matcha

[Content outline](#)

[Content brief](#)

Source: <https://en.wikipedia.org/wiki/Matcha>

Concept/page layout

- Overview and Characteristics - what is it, what does it look like, etc.
- Preparation section → relatively shorter, should focus mostly on the Japanese ceremony and less on “how to make matcha”
- History and today should be largest sections
 - Since it is a wikipedia page it can be multiple pages if you would like

Possible Approaches

- Green and white, **modern**, more picture heavy, fewer colors, “font up to your creative discretion”
 - Photos should be more informational (over aesthetically pleasing)
 - Not just 1 picture!
- Top right picture for inspo reference (in creative brief)
- Focus desktop first, be easier since there's more space
 - Slightly more picture, be more aware of sizing
 - Maybe focus on mobile if you're worried on image sizing - up to you!

