Creative Brief

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Solar Energy Brief Website

1. Project Overview:
   a. The goal of this project is to collect and present a cohesive picture (at a basic level) of what solar power is, why its important, how its used now/how it will be used in the future.
2. Resources:
   a. [This site](#) is serving as the foundation for the project, but there many more resources available online.
3. Audience: the audience for this project is for people who do not have extensive experience with engineering/solar power and want an easy place to jump in and try to understand it. The target audience age is really anyone older than young kids.
4. Message: the message that I'd like to get across is that solar energy is cool, functional, and growing across the world
5. Tone: tone here is informational and objective
6. Visual style: I'd like to design this in a way that is sleek and modern yet readable.

7. This is a good example!