

Creative Brief

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Project Title: Porsche 928 Microsite

Project Overview

The goal of the website is to be informational, providing adequate detail on the 928's history, design, variations, and significance. The information should not be overly technical. Rather, it should aim to be qualitative and focus on the design of various models of the 928.

Resources

Copy is available on https://en.wikipedia.org/wiki/Porsche_928# and [Porsche 928](#). Images are available on [Porsche 928](#).

Audience

The intended audience will not be overly specific to a certain group, but the site will generally be made for those who have a basic interest in industrial design and motorsports.

Message

The focus should be on the industrial design of the Porsche 928, especially highlighting its appeals and capabilities. The site should also aim to narrate the evolution of the 928 through the various models.

Tone

The tone should be elegant, yet innovative; in order to reflect the qualities in the design of the Porsche 928. The machine should be presented in a light that makes it appreciable.

Visual Style

I want to aim for a polished "showroom" style, as if the vehicle is being displayed in an automobile exhibition. Some buzz words might be "studio lighting," which often cleanly showcases the "work." When I think of "studio lighting," I also think about how the physicality of an object is very clearly portrayed through light and shadow.

Visual Inspiration

