

Creative Brief

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Project Title: IKEA

1. Project overview

The goal of my website is to be generally informational. IKEA is a large corporation that's loved by millions across the entire world. Their inexpensive/easy-to-build furniture pieces and the simplistic nature of the instructions are what the company is best known for. I'd like to take a deeper look into how IKEA sets up their stores and how they market themselves to maintain its popularity and trust amongst their consumers.

2. Resources

Copy is available at <https://en.wikipedia.org/wiki/IKEA>, as well as some photography. There are a lot of other photographs available on Google Images as well.

4. Audience

This is a strictly informational site, and won't be promoted commercially in any way. Demographic information could be all across the board, but the audience won't likely include children. It will most likely be targeted towards adults / young adults.

5. Message

I'd like to focus on IKEA's story, their choice in colors, and how they were able to gain the influence they currently have over our modern society.

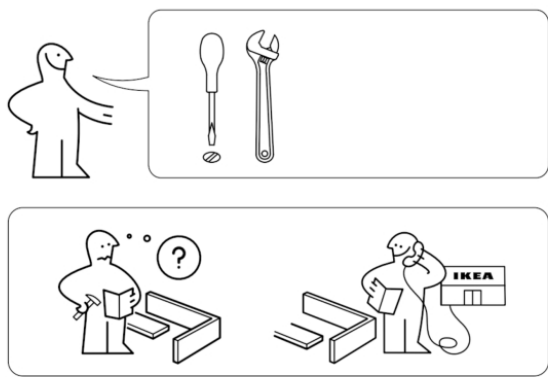
6. Tone

The tone here I think should be lighthearted, but still somewhat formal. I'd like to use IKEA's colors to set the tone and create a welcoming and warm space for readers.

8. Visual Style

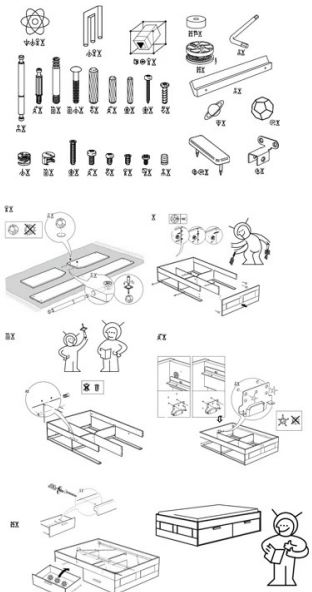
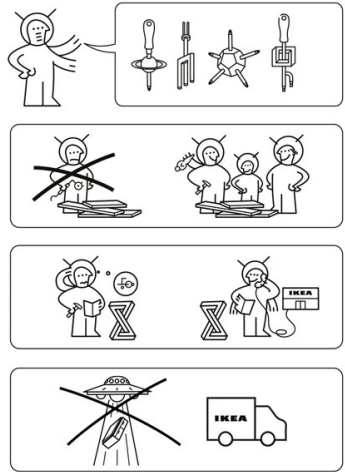
I'd love to use IKEA's logo and flag colors, but in a minimalistic way so that the site isn't too tacky and overpowering. Using line art like IKEA's furniture instructions would also be a fun take on the site. The key is to maintain a consistent visual language throughout the entire site.

Here are a couple of jpgs of inspiration or ideas.



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