

# Creative Brief

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## Project Title: Bears

### 1. Project overview

The purpose of this website is to educate and inspire through a deep, immersive look into the lives of bears in their natural habitats. Rather than just offering surface-level facts, this project will explore the quiet strength, intelligence, and adaptability of these magnificent animals. From the icy territories of the polar bear to the dense forests home to black and brown bears, the site will illustrate not only their daily lives but the fragile ecosystems they inhabit and the challenges they face due to human impact and climate change.

The site is meant to evoke reverence and admiration—a digital tribute to bears as powerful symbols of the wild.

### 2. Resources

- <https://www.loveexploring.com/gallerylist/105588/beautiful-images-of-the-worlds-bears>
- <https://en.wikipedia.org/wiki/Bear>
- <https://www.pinterest.com/kywatchfixer/bears-in-the-woods/>
- [https://www.google.com/search?sca\\_esv=de75cc5897ef0216&sxsrf=AHTn8zr5Y\\_WRujmxCDRH8RvhVYZ0iPPmA:1743123598684&q=alaska+bears&udm=2&fbs=ABzOT\\_CWdhQLP1FcmU5B0fn3xuWpA-dk4wpBWOGsoR7DG5zJBnsX62dbVmWR6QCQ5QEtPRrN1KFHti9EP\\_dqC742rxzHNYrK4aIGJt-VBGd9a6Cy3OKxC9PucCYLhoCu4TLwuulAA28laYuzrV4A8-Q91kQ8ro\\_6ewHrJDu0p85\\_\\_wpIII5Sk3CNU6unjHJKTnFteMcdlwcdaoR8SVH8hpwhnS3thiVMfQ&sa=X&ved=2ahUKEwiM6pO3yauMAxWxl0kEHYEiBSEQtKgLegQIFxAB&biw=1920&bih=958&dpr=1](https://www.google.com/search?sca_esv=de75cc5897ef0216&sxsrf=AHTn8zr5Y_WRujmxCDRH8RvhVYZ0iPPmA:1743123598684&q=alaska+bears&udm=2&fbs=ABzOT_CWdhQLP1FcmU5B0fn3xuWpA-dk4wpBWOGsoR7DG5zJBnsX62dbVmWR6QCQ5QEtPRrN1KFHti9EP_dqC742rxzHNYrK4aIGJt-VBGd9a6Cy3OKxC9PucCYLhoCu4TLwuulAA28laYuzrV4A8-Q91kQ8ro_6ewHrJDu0p85__wpIII5Sk3CNU6unjHJKTnFteMcdlwcdaoR8SVH8hpwhnS3thiVMfQ&sa=X&ved=2ahUKEwiM6pO3yauMAxWxl0kEHYEiBSEQtKgLegQIFxAB&biw=1920&bih=958&dpr=1)

### 3. Audience

The website is primarily informational and designed for adult audiences with an interest in wildlife, conservation, and the natural world.

#### 4. Message

The central message is that bears are more than just imposing predators—they are essential and awe-inspiring components of Earth's biodiversity. Each species of bear has evolved remarkable adaptations and behaviors that deserve recognition and respect.

#### 5. Tone

The tone should be reverent, poetic, and informed. Think of the site as a quiet walk through a misty forest or a moment of stillness at the edge of a mountain stream where a bear appears—majestic, wild, and deeply connected to the land.

#### 6. Visual Style

**Muted Earth-Tones & Nature Photography** – A modern, elegant layout with full-screen photography, neutral backgrounds (forest greens, river blues, stone grays), and subtle typography. This would evoke calm, connection to nature, and quiet admiration.