

Creative Brief

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Project Title: Tawinese Superstitions Website

1. Project overview

- a. The goal of my website is to inform the audience of superstitions in Taiwanese culture that have persisted over generations and their prevalence today. I want to focus more on their spiritual and religious origins of these beliefs.

2. Resources

- a. My website will primarily be based on these wikipedia articles. They outline good examples of superstitions that are common in many Chinese cultures. Some additional research will be done to focus more specifically on the Taiwanese customs.
- b. <https://www.nationalgeographic.org/encyclopedia/feng-shui/>
- c. https://en.wikipedia.org/wiki/Ghost_Festival#Taiwan

3. Audience

- a. This website is not intended to go in depth with each superstition but provide a brief overview of them. It is for anyone that would like to learn quick, interesting facts about Taiwanese/ East Asian superstitions and customs. It would lean more towards aesthetics with illustrations that could appeal to children or young adults to learn more about the content.

4. Message

- a. For this website I'd like to show that superstitions, no matter how ridiculous they can sound, are all with reason and have a beauty to them. They stem from traditions, folklore, and examining their cultural/historical context is important.

5. Tone

- a. The tone would show some interest and enthusiasm in the content. It is not playful or too childish but is also informative as well.

6. Visual Style

- a. I think using a red with black and white scheme would fit this website because it is a traditional color and relates to spiritual themes these superstitions often tie into.