

Creative Brief

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Project Title: [Volkswagen Bus Website](#)

1. Project Overview

The goal of my website is to provide an understanding of the history and the cultural importance that VW buses have played throughout time. Additionally, I would like to visually demonstrate the changes over time that have been made to the van so that people can see the tangible changes to the design models.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Volkswagen_Type_2 and this link also includes some photography. Google Images will be another source of photography for this site.

3. Audience

Because this website will be informational, it will not be targeted toward a specific audience. It will be reviewed by my professors and perhaps by peers, however. It is difficult to distinguish which specific demographics and age ranges will visit the site, however, there is a high chance that car lovers will visit the site.

4. Message

I will specifically focus on the cultural importance of vans (the sign of freedom that they have offered, their role in the car industry, etc.).

5. Tone

I think the tone of the website should be fun and entertaining. Throughout history, vans have been something that people smile about and want to ride in at some point. People pay high prices to be able to rent these vans. Because of this, the tone of the website will be one of nostalgia and reflection upon the accomplishments of vans throughout history.

6. Visual Style

I am planning to make the site bright and colorful to showcase the happy nature of the cars themselves. Below are a few examples of inspiration:

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